



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday December 5, 2012 – 8:30 am – 11 a.m.**  
**Tahoe City Public Utilities District**

**NLTRA Mission**

*“To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

**Meeting Ground Rules**

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**A. CALL TO ORDER - ESTABLISH QUORUM – Chair**

**B. AGENDA AMENDMENTS AND APPROVAL - MOTION**

1. Agenda Additions and/or Deletions
2. Approval of Agenda

**C. PUBLIC FORUM**

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

**D. REPORTS & ACTION ITEMS**

**Board Election (20 minutes)**

3. Election Tally – New Board Members – Sandy Evans Hall (10 minutes)
4. Officer Nominations – Sandy Evans Hall (5 minutes)
5. Committee Affiliations – Sandy Evans Hall (5 minutes)

**Legislative Platform (15 minutes)**

6. Review and approve Legislative Platform for 2013 – Sandy Evans Hall **MOTION** (15 minutes)

**Marketing (20 minutes)**

7. MTRiP Update – Andy Chapman (5 minutes)
8. Ironman Arizona – What to expect! (15 minutes)

**Communication Plan (15 minutes)**

9. Review and approve Key Partner Communication Plan for 2013 – Sandy Evans Hall **MOTION** (15 minutes)

**2012  
Board Members**

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Tahoe TV*

**Phil GilanFarr**  
**(Vice-Chair)**  
*CB's Pizza & Grill*

**Kali Kopley**  
**(Secretary)**  
*Uncorked/Petra/Soupa*

**Alex Mourelatos**  
*Mourelatos Lakeshore  
Resort*

**Valli Murnane**  
*Tahoe XCountry*

**Ron Parson (Chair)**  
*Granlibakken*

**Bill Rock**  
**(Treasurer)**  
*Northstar*

**Andy Wirth**  
*Squaw Valley/Alpine  
Meadows*

**Ron McIntyre**  
*RMC Consulting  
(Ex-Officio)*

**Jennifer Merchant**  
*Placer County*

**Julie Regan**  
*TRPA  
(Ex-officio)*

### **Transportation/Infrastructure (35 minutes)**

10. Tahoe City Visioning/Community Area Plan meeting November 15, November 28– Sandy Evans Hall (5 minutes)
11. Maintenance Funding Request for Transit Center Trail Snow Removal – Ron Treabess (**MOTION**) (10 minutes)
12. Transit Summit Next Steps – Ron Treabess (5 minutes)
13. TRPA Regional Plan update – Sandy Evans Hall (5 minutes)

### **Membership (25 minutes)**

14. Membership Sales Update – Deanna Frumentti (5 minutes)
15. BACC Report – Deanna Frumentti (5 minutes)
16. BACC Recommendations for Marketing Grants – Deanna Frumentti **MOTION** (10 minutes)
17. Membership Activities and Events – Deanna Frumentti (5 minutes)

### **E. DIRECTORS' COMMENTS**

### **F. CONSENT CALENDAR – MOTIONS (5 min)**

All items (**in bold**) listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

#### **18. Board Meeting Minutes – November 7, 2012**

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

19. **Joint Infrastructure/Transportation Committee – December 3, 2012**
20. **Marketing Committee – November 27, 2012**
21. **Business Association and Chamber Collaborative – November 14, 2012**
22. Lodging Committee – No meeting in November
23. **Conference Sales Directors Committee –**
24. **Finance Committee – November 2, 2012, November 28, 2012**
25. **Financial Reports for October 2012**

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

26. **Conference Sales Reports**
27. **Infrastructure/Transportation Activity Report – November**

### **G. MEETING REVIEW AND STAFF DIRECTION**

### **H. CLOSED SESSION (If necessary)**

### **I. RECONVENE TO OPEN SESSION**

### **J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, , 2012*