



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, February 1, 2017 at 8:30 a.m.
Tahoe City Public Utility District

NLTRA Mission

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

2017 Board of Directors

Christy Beck
(Treasurer)
The Village at Squaw Valley
Finance Committee

Gary Davis
JK Architecture Engineering
CI/T Committee

Tom Lotshaw
TRPA (Ex-officio)

Brendan Madigan
Alpenglow Sports

Jennifer Merchant (Erin Casey-Alternate)
Placer County Rep

Eric Pilcher
Moe's BBQ/Gear & Grind
BACC

Karen Plank
Supervisor Montgomery
appointee

Aaron Rudnick
Truckee River Raft Co.

David Tirman
(Past Chair)
JMA Ventures, LLC
Lodging Committee

Samir Tuma
(Vice Chair)
Kila Lake Tahoe

Brett Williams
(Secretary)
Agate Bay Realty
Marketing Committee

Adam Wilson
(Chair)
Northstar California

Items May Not Be Heard In the Order They Are Listed

A. 8:30 a.m. Call to Order-Establish Quorum (Closed Session if needed will be at 8:00 a.m.)

B. 8:30 a.m. Public Forum: Any person wishing to address the Board of Directors on items of interest to the Board 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.

C. Agenda Amendments and Approval-MOTION

D. Consent Calendar-MOTION (5 minutes)

All items (**in Bold**) listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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.

1. Board Meeting Minutes –January 4, 2016 (Page 1)

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Action Summary – January, 2016 (Page 6)

- a. **BACC January 12, 2017 (link to full minutes)**
- b. **CI/T January 23, 2017 (link to full minutes)**
- c. **Marketing January 24, 2017 (link to full minutes)**

3. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000) (Page 8)

- a. **Sponsorship of Audi FIS World Cup, March 9-11, 2017 – \$40,000 (Marketing Committee approved 9-0) (Page 12)**
- b. **Sponsorship of Amgen Tour of California, May 11-12, 2017 - \$18,900 (Marketing Committee approved 9-0) (Page 28)**
- c. **Sponsorship of No Barriers Summit, May 30 – June 4, 2017 – \$8,000 (Marketing Committee approved 9-0) (Page 30)**
- d. **Sponsorship of Broken Arrow Sky Race, June 16-17, 2017 – \$10,000 (Marketing Committee approved 7-0-1 Jackson abstained) (Page 41)**
- e. **Sponsorship of Wanderlust, July 20-23, 2017 - \$35,000 (Marketing Committee approved 8-0) (Page 43)**

- E. Strategic Discussion (5 minutes) 8:35 – 8:40 (Page 54)**
 - 1. Search Process and Timeline Update – Sandy Evans Hall/Samir Tuma**
- F. Financial Report (5 minutes) 8:40 – 8:45 (Page 60)**
 - 1. Discussion and possible approval of Financial Reports for December, 2016 – Al Priester POSTPONED UNTIL MARCH 1, 2017, SEE STAFF REPORT**
- G. Action Items (1 hr. 15 min) 8:45 – 10:00**
 - 1. MOTION: Discussion and possible approval Olympic Museum request for TOT \$125,000 (CI/T approved 10-0-1, Casey abstained, Gary Davis recused himself for conflict of interest)– Ron Treabess (Page 62)**
 - 2. MOTION: Discussion and possible approval of Sponsorship of Tough Mudder - \$50,000 (Marketing Committee approved 8-0) – Amber Burke/JT Thompson (Page 87)**
 - 3. MOTION: Discussion and possible approval of delegation of duties to Executive Committee – Samir Tuma/Sandy Evans Hall (Page 91)**
 - 4. MOTION: Discussion and possible approval request to borrow from the TOT Cash Reserve of up to \$42,000 for CEO Search – Samir Tuma/Sandy Evans Hall (Page 92)**
 - 5. MOTION: Discussion and possible approval of contract with SearchWide to conduct CEO search – Samir Tuma/Sandy Evans Hall/Nicole Newman via Skype (Page 94)**
- H. Staff Priorities (20 minutes) 10:00 – 10:15**
 - 1. Administration – Sandy Evans Hall (3 minutes)**
 - a. Organization Structure Process
 - b. Employee Handbook
 - c. 6 Month Financial Reforecast – Data Reentry
 - 2. Marketing – JT Thompson (3 minutes)**
 - a. Complete Competitive Destination Research
 - b. Budget – FY 2016-2017 Reforecast & begin draft for FY 2017-2018 NLTRA & NLT Coop (Page 108)
 - c. FY 2017-2018 RFP work to begin (All three year Coop contracts)
 - Public Relations Services
 - Australian Representation
 - United Kingdom Representation
 - 3. Membership – Natalie Parrish (3 minutes)**
 - a. Member Recruitment
 - b. Member Retention
 - c. Bridal Faire
 - 4. CI/T – Ron Treabess- (3 minutes)**
 - a. Finalize projects for Board of Supervisors approval – 2 resubmittals
 - b. Continue discussion on funding for Transit Vision/Plan
 - c. Solicit and discuss TOT needs for 2017/18 Transit services
 - 5. Visitor Services – Emily Detwiler (3 minutes)**
 - a. Update lodging listings on www.gotahoenorth.com
 - b. Visitor Center summer retail order
 - c. Event schedule for remote visitor information

I. Reports/Back up Documents-Meeting Packet Part Two

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

1. **Destimetrics Report (Page 1)**
2. **Special Event Grant Process Proposed Changes (Page 2)**
3. **Membership Accounts Receivable Report (Page 3)**
4. **Membership Upcoming Events/Programs (Page 4)**
5. **Conference Revenue Statistics Report (Page 5)**
6. **Executive Committee Report – January, 2016 (Page 11)**
7. **Capital Investment/Transportation Activity Report (Page 13)**
8. **Dashboard – December (Page 16)**

J. Directors Comments (5 minutes)

K. Meeting Review and Staff Direction (5 minutes)

L. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (x)