



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, February 3, 2016 at 8:30 am
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.

2015 Board of Directors

Wally Auerbach (Secretary)

Auerbach Engineering

Christy Beck

The Village at Squaw Valley

Sue Busby

Placer County BOS Appointee
Castle Peak Property Mgmt.

Brendan Madigan (Past Chair)

Alpenglow Sports

Valli Murnane

Tahoe X-Country

Eric Pilcher (Treasurer)

Moe's BBQ/Gear & Grind

David Tirman (Chair)

JMA Ventures, LLC

Samir Tuma

Kila Lake Tahoe

Brett Williams

Agate Bay Realty

Adam Wilson (Vice Chair)

Northstar California

Jennifer Merchant

Placer County Rep

Tom Lotshaw

TRPA (Ex-officio)

Quorum - 6

Majority of the NLTRA Board
Representatives

Items May Not Be Heard In the Order They Are Listed

A. Call to Order-Establish Quorum

B. 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

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 6, 2016 (pg.1)

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

2. Capital Investment/Transportation Committee- January 25, 2016 (pg.6)

3. Marketing Committee – January 26, 2016 (pg.7)

4. Business Association and Chamber Collaborative – January 14, 2016 (pg.8)

5. Lodging Committee – No meeting in January

6. Conference Sales Directors Committee – No meeting in January

7. Finance Committee – January 21, 2016 (pg.9)

8. Financial Reports – No financial reporting is available at this time; Item F-2 will discuss proposed resolution

9. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) – No Contracts in December

10. Appointment of Task Force to evaluate organization structure and funding of \$3,000 for facilitation and other expenses. (pg.10)

E. Strategic Discussion (60 minutes)

1. County Revenues and Expenditures/County Recreational Facility Master Plan – Andy Heath and Jennifer Merchant

F. Action Items (30 minutes)

1. MOTION: Extension of Agreement for Financial Audit with McClintock Accountancy for one year – Al Priester (Finance Committee Vote: 4-0)(pg.12)

2. MOTION: Discussion and possible approval of Fund Balance Allocation revisions to include up to \$15,000 for additional temporary Financial staff and revisions

to other allocations – Sandy Hall/Al Priester (Finance Committee Vote: 4-0) (pg.25)

3. **MOTION: Discussion and possible approval of Amendment to the 2015-16 Approved Agreement between the County of Placer and the North Lake Tahoe Resort Association – Sandy Evans Hall (pg.29)**
4. **MOTION: Discussion and possible approval of a policy outlining protocol for using \$100,000 TOT funds in Unrestricted Net Assets – Sandy Evans Hall (pg.52)**
5. **MOTION: Discussion and possible approval of a Legislative Platform – Sandy Evans Hall (pg.53)**
6. **MOTION: Discussion and possible approval of Tough Mudder Bid Proposal – JT Thompson, Judy Laverty, Jason Neary (Marketing Committee Vote: 7-0-1 abstention by Eric Brandt) (pg.56)**
7. **Discussion and Recommendation of North Lake Tahoe Expenditure Plan for Proposed Sales Tax Increase by Placer County Transportation Planning Authority – Ron Treabess (CI/T Committee Vote:13-0) (pg.72)**

Supplemental Staff Reports

G. Staff Reports (20 minutes)

1. Marketing – JT Thompson

- a. Destimetrics (pg.79)
- b. Event updates: Spartan Races, Amgen Women's, World Cup (pg.88)

2. Membership - Ginger Karl

- a. New Members
- b. Upcoming Events (pg.94)

3. CI/T – Ron Treabess

- a. Project Approval Update

4. Administration – Sandy Evans Hall

- a. Contract Compliance Update

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

5. **Conference Sales Reports (pg.96)**
6. **Executive Committee Report – January 19,2016 (pg.102)**
7. **Capital Investment/Transportation Activity Report – December (pg.104)**
8. **Dashboard – December (pg.108)**

H. Directors Comments (5 minutes)

I. Meeting Review and Staff Direction (5 minutes)

J. Closed Session if needed. Reconvene to Open Session

K. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (1/29/16)