



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, February 4, 2015 at 8:30 am**  
**PLEASE NOTE DIFFERENT LOCATION**  
**Fairway Community Center**  
**330 Fairway Drive (one block passed TCPUD)**

## 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**  
Auerbach Engineering

**Kali Kopley**  
Uncorked/Petra/Soupa

**Brett Williams**  
Agate Bay Realty

**Valli Murnane**  
Tahoe X-Country

**Phil GilanFarr**  
CB's Pizza & Grill

**Adam Wilson**  
Northstar California

**Brendan Madigan**  
Alpenglow Sports

**Joseph Mattioli**  
The Ritz-Carlton

**David Tirman**  
JMA Ventures, LLC

**Jennifer Merchant**  
Placer County Rep

**Sue Busby**  
Placer County BOS Appointee  
Castle Peak Property Mgmt

**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 committee, and approved by one motion. There will be 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. All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

### 1. Board Meeting Minutes –January 7, 2015

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

### 2. Capital Investment/Transportation Committee- January 26, 2015

### 3. Marketing Committee – January 27, 2015

### 4. Business Association and Chamber Collaborative – January 8, 2015

5. Lodging Committee – No meeting in January

6. Conference Sales Directors Committee – No Meeting in January

### 7. Finance Committee – January 22, 2015

### 8. Financial Reports – December

#### 8.1. Dashboard and project reports

#### 8.2. 6 Month Reforecast (approved by Finance Committee 2-0)

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

### 9. Conference Sales Reports

### 10. Executive Committee Report – January 27, 2015

### 11. Capital Investment/Transportation Activity Report – January

### 12. CEO Report - January

- E. Strategic Discussion Items (1 hour) – Ron Treabess, Sandy Evans Hall  
**Future funding needs and possible direction for trail system completion and maintenance.**
1. Is the completion of the trail system a priority for the NLTRA and use of TOT funds?
  2. What is the desired time frame for completion? 5 years? 10 years? 20 years?
  3. Should public funds beyond existing TOT funds be used for this purpose? If so, what should be pursued for consideration?
  4. What form of advocacy/coalition is necessary to be effective?
  5. Should existing TOT or other public funds be used for annual maintenance of trail facilities?
- F. Action Items (10 minutes )
1. **MOTION:** Approval of Recommendation of Trail System Maintenance Reserve Amount and purpose – Ron Treabess  
**(CI/T approved 11-1; Merchant opposed as she was not sure how this would fit into future budget)**
  2. **MOTION:** Approval of Committee appointment to Golf Course Oversight Committee – Sandy Evans Hall
- G. Staff Reports (30 minutes)
1. Membership – Ginger Karl (5 minutes)
    - a. Performance Metrics
    - b. Upcoming Events
    - c. New Members
  2. Marketing – JT Thompson (15 minutes)
    - a. PR Summit – No snow plans and implementation
  3. CEO – Sandy Evans Hall (10 minutes)
    - a. Master Plan Update
- H. Director's Comments (5 minutes)
- I. Meeting Review and Staff Direction (5 minutes)
- J. Closed Session (if necessary)/Reconvene to Open Session: **Closed Session to discuss CEO/Executive Director Annual Review** (30 minutes)
- K. Adjournment