



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday February 5, 2014 – 8:00 – 8:30 a.m.
THE RITZ-CARLTON LAKE TAHOE

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

8:00 a.m.

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

3. Chair Comments – Wally Auerbach (10 minutes)
4. Destimetrics Report – Andy Chapman (5 minutes)
5. Approval of \$42,000 for Current Conditions Campaign from Marketing Reserves **MOTION**
6. Membership Manager Report – Ginger Karl (5 minutes)
 1. Bridal Faire – February 1
 2. Community Awards – March 27

E. CONSENT CALENDAR – MOTIONS (5 minutes)

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.

7. Board Meeting Minutes –January 8, 2013

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

8. Joint Capital Improvements/Transportation Committee – January

27, 2014

9. Marketing Committee – January 28, 2014

**2014
Board Members**

**Wally Auerbach,
Chair**
Auerbach Engineering

Eric Brandt
*Destination Media
Solutions*

**Phil GilanFarr, Past
Chair**
CB's Pizza & Grill

**Kali Kopley, Vice
Chair**
Uncorked/Petra/Soupa

Brendan Madigan
Alpenglow Sports

Joseph Mattioli
The Ritz-Carlton

Jennifer Merchant
Placer County

**Valli Murnane,
Secretary**
Tahoe XCountry

**Ron Parson,
Treasurer**
Granlibakken

Bill Rock
Northstar

David Tirman
JMA Ventures, LLC

Kristi Boosman
*TRPA
(Ex-officio)*

10. **Business Association and Chamber Collaborative – January 9, 2014**
11. Lodging Committee – No Meeting in January
12. Conference Sales Directors Committee – No Meeting in January
13. **Finance Committee – January 23, 2014**
14. **Executive Committee Report – January 21, 2014**
15. **Financial Reports (December Financials)**
 1. **Dashboard and project reports**
 2. **Projections for year-end TOT collections**
 3. **Historical graphs of TOT collections**

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

16. **Conference Sales Reports**
17. **Infrastructure/Transportation Activity Report – December**

F. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

G. ADJOURNMENT TO Board Development Retreat 8:30a.m. – 12:30 p.m. (followed by lunch and optional skiing)

This meeting site is wheelchair accessible.
Call in Information:

Posted and e-mailed, 11/2/2013