



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS Wednesday February 6, 2013 – 8:30 am – 11 am 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 (1 hr. 50 min)

Board Organization (25 minutes)

3. CEO Performance Goals and Evaluation Criteria **MOTION** – Bill Rock (10 minutes)
4. Executive Committee roles and responsibilities ratification **MOTION** – Phil GilanFarr (5 minutes)
5. Reporting Proposal to Placer County to satisfy contract **MOTION** – Sandy Evans Hall (10 minutes)

Marketing (25 minutes)

6. MTRiP Update – Andy Chapman (5 minutes)
7. Lake Tahoe Sports Organizing Committee/X Games Bid Update – Andy Chapman (10 minutes)
8. Memorandum of Understanding with Placer County Visitors Bureau **MOTION** – Sandy Evans Hall (10 minutes)

2013

Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Chair)
CB's Pizza & Grill

Kali Kopley (Vice-Chair)
Uncorked/Petra/Soupa

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
(Immediate Past Chair)
Granlibakken

Bill Rock
(Treasurer)
Northstar

Eric Sather
Resort at Squaw Creek

Andy Wirth
Squaw Valley/Alpine Meadows

Jennifer Merchant
Placer County

Kristi Boosman
TRPA
(Ex-officio)

Transportation/Infrastructure (30 minutes)

9. Resort Triangle Transportation Vision Coalition Cost Scenario funding and update
MOTION – Ron Treabess (10 minutes)
10. Free Skier Shuttle Report – Ron Treabess (10 minutes)
11. Master Plan Studies funding request **MOTION** – Ron Treabess (10 minutes)

Membership (10 minutes)

12. West Shore Association: Business Association Marketing Grant **MOTION** – Deanna Frumenti (5 minutes)
13. Membership Sales, Activities and Events – Deanna Frumenti (5 minutes)

Special Presentation (20 minutes)

14. Squaw Valley Expansion Plans – Chevis Hosea, Andy Wirth (20 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.

15. **Board Meeting Minutes – January 9, 2013**

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

16. **Joint Infrastructure/Transportation Committee – January 28, 2013**
17. **Marketing Committee – January 29, 2013**
18. **Business Association and Chamber Collaborative – January 16, 2013**
19. **Lodging Committee – January 10, 2013**
20. Conference Sales Directors Committee – No meeting in January
21. **Finance Committee – January 24, 2013**
22. **Financial Reports for December 2012**
 1. **Financial Analysis – Project Updates**
 2. **Audit Report**

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

23. **Conference Sales Reports**
24. **Infrastructure/Transportation Activity Report – January**

G. MEETING REVIEW AND STAFF DIRECTION (TEA – NTEC)

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, , 2013
Friday, Feb 01, 2013