



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors
Agenda and Meeting Notice
Wednesday, February 7th, 2018
Northstar Community Services District Board Room
900 Northstar Drive, Truckee**

NLTRA Mission

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

2018 Board of Directors

Adam Wilson(Chair)

Northstar California

Samir Tuma (Vice Chair)

Kila Lake Tahoe

Christy Beck (Treasurer)

The Village at Squaw Valley

Finance Committee

Brett Williams (Secretary)

Agate Bay Realty
Marketing Committee

Jennifer Merchant (Erin Casey-Alternate)

Placer County
CEO Appointee

Gary Davis
JK Architecture
Engineering

Eric Pilcher
Moe's BBQ/Gear & Grind
BACC

To Call in: Dial (712) 770-4010, 775665#

Items May Not Be Heard In the Order They Are Listed

A. 8:30 a.m. Call to Order-Establish Quorum

B. 8:35 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 (15 minutes) 8:35-8:50

All items 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 –

- a. **January 10th, 2018 (Page 1) [Link to online preliminary document \(Page 1\)](#)**

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

2. Committee Minutes

- a. **BACC January 2018 [Link to online preliminary document](#)**
- b. **Tourism Development January, 2018 [Link to online preliminary document.](#)**
- c. **Finance**
 - 1. **January 8th [Link to online document](#)**
 - 2. **January 29th Will be posted online when available**

- 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)
None at this time**

Karen Plank
Placer County
Board of
Supervisors
Appointee

**Aaron
Rudnick**
Truckee River
Raft Co.

Quorum - 5
Majority of the
NLTRA Board
Representatives

**Advisory
Board:**

Tom Lotshaw
TRPA Non-Voting

E. Action Items (45 Minutes) 8:50-9:35

- 1. MOTION: Review and possible approval of the 2020 Mountain Travel Symposium (MTS) event sponsorship and contract (Page 8)**
- 2. MOTION: Board Approval of the Committee Recommendations of NLTRA's Two Appointments to New Capital Projects Advisory Committee (Page 34)**
- 3. MOTION: Board Acceptance of the Election Committee's Designation of the Qualified Candidates for the five elected Board seats (Page 36)**

F. Informational Updates/Verbal Reports (20 minutes) 9:35-9:55

- 1. Report on Tourism Development Annual Plan Process-Daphne Lange, Cindy Gustafson**
- 2. Update on Membership and TOT Funding-AI Priester (Page 37)**
- 3. Cindy will present any additional informational updates at meeting**

G. Special Report (20 minutes) 9:55-10:15

- 1. TRPA, Development Right Strategic Initiative-John Hester**

H. Reports/Back up Documents

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 39)**
- 2. Membership Staff Report and Accounts Receivable Report, January 2018 (Page 40)**
- 3. Conference Revenue Statistics Report (Page 44)**
- 4. Monthly Summary of Transportation Meeting Outcomes – Will post online when available**
- 5. Finance Committee Supplemental Reports, December 2017 (Page 50)**

I. Directors Comments (10 minutes) 10:15-10:25

J. Meeting Review and Staff Direction (5 minutes) 10:25-10:30

K. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (x)