



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, March 1, 2017 at 8:30 a.m.
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.

2017 Board of Directors

Christy Beck (Treasurer)
The Village at Squaw Valley
Finance Committee

Gary Davis
JK Architecture Engineering
CI/T Committee

Brendan Madigan
Apenglow Sports

Jennifer Merchant (Erin Casey-Alternate)
Placer County CEO Appointee

Eric Pilcher
Moe's BBQ/Gear & Grind
BACC

Karen Plank
Placer County Board of Supervisors Appointee

Aaron Rudnick
Truckee River Raft Co.

David Tirman(Past Chair)
JMA Ventures, LLC
Lodging Committee

Samir Tuma (Vice Chair)
Kila Lake Tahoe

Brett Williams (Secretary)
Agate Bay Realty
Marketing Committee

Adam Wilson(Chair)
Northstar California

Quorum - 6
Majority of the NLTRA Board Representatives

Advisory Board
Tom Lotshaw
TRPA Non-Voting

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** (Closed Session if needed will be at 8:00 a.m.)
- B. 8:30 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 (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 –February 1, 2017 (Page 1)

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

2. Committee Action Summary – February, 2017 (Page 7)

- a. **BACC February 9, 2017 (link to full minutes)**
- b. **CI/T February 27, 2017 (notes to be provided at Board Meeting)**
- c. **Marketing February 21, 2017 (meeting cancelled due to snow)**
- d. **Finance February 23, 2017 (minutes to 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) (Page 8)

- a. **Proposal from LSC (Gordon Shaw) for \$2,800 to price out transit services for possible recommended TOT expenditure – Ron Treabess**

E. Strategic Discussion (60 minutes) 8:35 – 9:35 (Page 12)

- 1. **Fiduciary Responsibility – Steve Gross**
- 2. **Membership Survey – Natalie Parrish/Sandy Evans Hall**

F. Financial Report (10 minutes) 9:35 – 9:45 (Page 74)

1. Review of draft profit and Loss statements for December and January
2. Update on financial status of organization and recovery process– Al Priester

G. Action Items (15 minutes) 9:45 – 10:00

1. MOTION: Discussion and possible approval of the 2017 Legislative Platform – Sandy Evans Hall (Page 83)

H. Staff Priorities (15 minutes) 10:00 – 10:15

1. Administration – Sandy Evans Hall (3 minutes)
 - a. Organization Structure Process
 - b. Employee Handbook
 - c. Recover from QuickBooks Data Loss
2. Marketing – JT Thompson (3 minutes)
 - a. FY 2017-18 Marketing, Events and Sales Scope of Work & Goals Draft
 - b. 2017-18 Budget for NLTRA and NLT Coop
 - c. FY 2017-2018 Marketing and PR Plan
3. Membership – Natalie Parrish (3 minutes)
 - a. Member Recruitment/Retention
 - b. Chamber membership report/calendar
 - c. Bridal Faire, Community Awards (Page 87)
4. CI/T – Ron Treabess- (3 minutes)
 - a. Prepare draft process for soliciting 2017/18 Capital Investment Projects
 - b. Prepare draft Scope of Work for Dean Runyon's *Economic Significance of Travel to North Lake Tahoe* update
 - c. Discuss and recommend TOT needs for 2017/18 Transit services
5. Visitor Services – Emily Detwiler (3 minutes)
 - a. Summer Visitor Guide
 - b. 2017-18 Budget for Visitor Services
 - c. Summer Sponsorship opportunities in the Visitor Information Center

I. Reports/Back up Documents-Meeting Packet Part Two

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 1)
2. Membership Accounts Receivable Report (Page 2)
3. Membership Upcoming Events/Programs (Page 3)
4. Conference Revenue Statistics Report (Page 8)
5. Executive Committee Report – February, 2017 (Page 15)
6. Capital Investment/Transportation Activity Report (Page 17)
7. Dashboard – December, 2016 and January 2017 (Page 21)

J. Directors Comments (5 minutes)

K. Meeting Review and Staff Direction (5 minutes)

L. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (x)

