



# NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, March 2, 2016 at 8:30 am  
Tahoe City Public Utility District

\*\*\*\*\***REVISED**\*\*\*\*\*

## 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 (Secretary)

Auerbach Engineering

### Christy Beck

The Village at Squaw Valley

### Sue Busby

Placer County BOS Appointee  
Castle Peak Property Mgmt.

### Brendan Madigan (Past Chair)

Alpenglow Sports

### Valli Murnane

Tahoe X-Country

### Eric Pilcher (Treasurer)

Moe's BBQ/Gear & Grind

### David Tirman (Chair)

JMA Ventures, LLC

### Samir Tuma

Kila Lake Tahoe

### Brett Williams

Agate Bay Realty

### Adam Wilson (Vice Chair)

Northstar California

### Jennifer Merchant

Placer County Rep

### 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. Visiting Boards – Introductions and Call to Order

## E. Strategic Discussion (60 minutes)

1. **Tahoe Prosperity Center presentation on Measuring for Prosperity – Tahoe Basin Socio-Economic Indicators. Joint board (TCPUD, TCDA, NTPUD, NTBA, NLTRA) discussion regarding opportunities and challenges for North Lake Tahoe (pg. 1)**

## F. Visiting Boards - Action and Adjournment

## G. 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 3, 2016 (pg. 9)**

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- February 22, 2016 (pg. 14)**
3. **Marketing Committee – February 23, 2016 (pg. 15)**
4. **Business Association and Chamber Collaborative – February 11, 2016 (pg. 16)**
5. Lodging Committee – No meeting in January
6. Conference Sales Directors Committee – No meeting in January
7. **Finance Committee – February 18, 2016 (pg. 17)**
8. Financial Reports
9. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors)**
  - a. **Memorandum of Agreement Amendment between NLTRA and Placer County DPW for Truckee River Corridor Access Plan (pg. 18)**

#### **H. Action Items (30 minutes)**

- 1. MOTION: Discussion and possible approval of concept of adding a deed restriction on the Tahoe City Golf Course in exchange for expanding the Town Center boundary by adding the high capability club house property – Sandy Evans Hall, Wally Auerbach (pg. 33)**
- 2. MOTION: Discussion and possible approval of resolution naming signers for \$100,000 Emergency Cash Flow Fund at Plumas Bank – Al Priester (Finance Committee vote: 2-0) (pg. 41)**
- 3. MOTION: Discussion and possible approval of revised Amendment to the Placer County contract revising the amount owed to the Infrastructure Fund from 2014/15. (Please see backup documentation under I -4. a.)**

#### **Supplemental Staff Reports**

##### **I. Staff Reports (20 minutes)**

- 1. Marketing – JT Thompson**
  - a. Destimetrics (pg. 44)
  - b. Event updates: Tough Mudder, Amgen, Spartan WC, Winter Wondergrass (pg. 64)
- 2. Membership - Ginger Karl**
  - a. New Members
  - b. Upcoming Events (pg. 66)
- 3. CI/T – Ron Treabess**
  - a. Project Approval Update, Transportation Grant
- 4. Administration – Sandy Evans Hall**
  - a. Revised payment to Placer County (pg. 67)
  - b. Attachment G – Policy for \$100,000 Cash Reserve (pg. 80)
  - c. Organization Structure Task Force Update (pg. 81)
  - d. Upcoming Meetings

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

- 5. Conference Sales Reports (pg. 98)**
- 6. Executive Committee Report – February 18, 2016 (pg. 105)**
- 7. Capital Investment/Transportation Activity Report – January (pg. 106)**
- 8. Dashboard – January (pg. 110)**

##### **J. Directors Comments (5 minutes)**

##### **K. Meeting Review and Staff Direction (5 minutes)**

##### **L. Closed Session for discussion of CEO/ED Review. Reconvene to Open Session**

##### **M. Adjournment**

This meeting is wheelchair accessible

\*Updated\* Posted and Emailed (2.26.16)