



## north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**The North Lake Tahoe Resort Association Board of Directors**  
**Wednesday March 5, 2014 – 8:30 – 10:30 a.m.**  
**Tahoe City Public Utility District Board Room**

### NLTRA Mission

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

### 2014 Board Members

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Destination Media Solutions*

**Phil GilanFarr**  
*CB's Pizza & Grill*

**Kali Kopley**  
*Uncorked/Petra/Soupa*

**Brendan Madigan**  
*Alpenglow Sports*

**Joseph Mattioli**  
*The Ritz-Carlton*

**Jennifer Merchant**  
*Placer County*

**Valli Murnane**  
*Tahoe XCcountry*

**Ron Parson**  
*Granlibakken*

**Bill Rock**  
*Northstar*

**David Tirman**  
*JMA Ventures, LLC*

**Kristi Boosman**  
*TRPA  
(Ex-officio)*

### 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
3. Strategic discussion topics for future agendas

#### 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. 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.

#### 4. **Board Meeting Minutes –February 5, 2014**

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

#### 5. **Capital Investment/Transportation Committee – February 24, 2013**

#### 6. **Marketing Committee – February 25, 2013**

#### 7. **Business Association and Chamber Collaborative – February 13, 2014**

#### 8. Lodging Committee – No Meeting in February

#### 9. Conference Sales Directors Committee – No Meeting in February

#### 10. **Finance Committee – February 27, 2014**

#### 11. **Executive Committee Report – February 18, 2013**

#### 12. **Financial Reports (January Financials)**

1. **Dashboard and project reports**
2. **Budget Calendar**

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

#### 13. **Conference Sales Reports**

#### 14. **Infrastructure/Transportation Activity Report – February**

**D. STRATEGIC DISCUSSION (1 hour)**

15. Board Retreat Review – Sandy Evans Hall (10 minutes)

16. Integrated Work Plan Priorities and Board Direction – Ron Treabess, Sandy Evans Hall (50 minutes)

**E. ACTION ITEMS (25 minutes)**

17. Board Member Expectations – Proposed addition to the Supplemental Operating Procedures and Policies – Sandy Evans Hall MOTION (5 minutes)

18. Performing Arts Center – Additional Funding Request – Ron Treabess, Keith Vogt MOTION (20 minutes)

**F. STAFF AND/OR COMMITTEE REPORTS (20 minutes)**

19. Destimetrics Report – Andy Chapman (5 minutes)

20. Transportation Report – NLTE/Vouchers – Ron Treabess (5 minutes)

21. Chamber/BACC Report – Ginger Karl (5 minutes)

22. Strategic Goals and Action Plan mid-year report – Sandy Evans Hall (5 minutes)

**G. DIRECTORS' COMMENTS (5 minutes)**

**H. MEETING REVIEW AND STAFF DIRECTION (5 minutes)**

**I. CLOSED SESSION (If necessary)/ RECONVENE**

**J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, 2/27/14*