



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday March 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. 35 minutes) 8:35 – 10:10**

**Organization (20 minutes)**

3. Master Plan Update – Sandy Evans Hall (*5 minutes*)
4. Financial Reforecast – Lisa de Roulet (*15 minutes*)

**Marketing (25 minutes)**

5. MTRiP Update – Andy Chapman (*5 minutes*)
6. Lake Tahoe Sports Organizing Committee/X Games Bid Update – Andy Chapman (*10 minutes*)
7. Visit California Marketing Referendum – Julie Maurer (*10 minutes*)

**Transportation/Infrastructure (20 minutes)**

8. Resort Triangle Transportation Vision Coalition update – Ron Treabess (*10 minutes*)
9. Free Skier Shuttle Report – Ron Treabess (*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)*

**Membership (5 minutes)**

10. Membership Sales, Activities and Events – Deanna Frumentti (5 minutes)

**Special Presentation (20 minutes)**

11. California Tahoe Conservancy: North Tahoe Plans – Patrick Wright (20 minutes)

**E. DIRECTORS' COMMENTS**

**F. CONSENT CALENDAR – MOTIONS (5 min) 10:10 – 10:15**

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.

- 12. Board Meeting Minutes – February 6, 2013**

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

- 13. Joint Infrastructure/Transportation Committee – February 25, 2013**
- 14. Marketing Committee – February 28, 2013**
15. Business Association and Chamber Collaborative – No meeting in February
16. Lodging Committee – No Meeting in February
- 17. Conference Sales Directors Committee – February 7, 2013**
- 18. Finance Committee – February 27, 2013**
- 19. Executive Committee Report – February 27, 2013**
- 20. Financial Reports for February, 2013**
  - 1. Financial Analysis – Project Updates**

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

- 21. Conference Sales Reports**
- 22. Infrastructure/Transportation Activity Report – February**

**G. MEETING REVIEW AND STAFF DIRECTION**

**H. CLOSED SESSION (If necessary)**

**I. RECONVENE TO OPEN SESSION**

**J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, , 2013*