



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday March 7, 2012 – 8:30 am – 11 a.m.
Tahoe City Public Utility 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 ITEM

Marketing

3. MTRiP Report for remainder of Ski Season – Andy Chapman (5 minutes)
4. Marketing Committee Recommendation for Retention of Coop and changes to the 5 year agreement – Les Pederson/Andy Chapman (30 minutes)
5. Review and Input on Agency RFP Process– Andy Chapman (10 minutes)

Transportation/Infrastructure

6. Golf Course Funding and MOU – Ron Parson (20 minutes)
7. Status of Integrated Work Plan Preparation – Ron Treabess (10 minutes)

**2012
Board Members**

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza

Allen Highfield
(Treasurer)
Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra

Alex Mourelatos
*Mourelatos Lakeshore
Resort*

Valli Murnane
Tahoe XCcountry

Ron Parson (Chair)
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley

Ron McIntyre
*RMC Consulting
(Ex-Officio)*

Jennifer Merchant
Placer County

Julie Regan
*TRPA
(Ex-officio)*

8. Status of North Tahoe Water Shuttle Project – Ron Treabess (*10 minutes*)
9. Maintenance Funds for Pedestrian Safety Program (*5 minutes*)
10. TOT Renewal Presentation and Outreach Plan – Ron Treabess/Sandy Evans Hall/
Kelly Twomey (*30 minutes*)

E. CONSENT CALENDAR – MOTIONS (*5 min*)

All items 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.

11. Board Meeting Minutes – February 1, 2012
12. Special Board Meeting Minutes–February 15, 2012
13. Financial Statements – Approval of December Financials

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

14. Joint Infrastructure/Transportation Committee – February 27, 2012
15. Marketing Committee – February 28, 2012
16. Membership Advisory Committee – February 8, 2012
17. Group Sales Director Subcommittee – February 2, 2012
18. Lodging Committee – NO MEETING IN FEBRUARY
19. Finance Committee – February 15, 2012

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

20. Conference Sales Reports
21. Infrastructure/Transportation Activity Report – February
22. Membership Business Plan Progress Report – February

F. MEMBERSHIP REPORTS (*5 min*)

23. Membership Activities and Events – Kym Fabel

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

J. RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed March 2 , 2012