



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors
Agenda and Meeting Notice
Wednesday, March 7th, 8:30 a.m.
Squaw Valley Public Service District
205 Squaw Valley Road, Olympic Valley**

NLTRA Mission

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

2018 Board of Directors

Adam Wilson(Chair)

Northstar California

Samir Tuma (Vice Chair)

Kila Lake Tahoe

Christy Beck (Treasurer)

The Village at Squaw Valley

Finance Committee

Brett Williams (Secretary)

Agate Bay Realty Marketing Committee

Jennifer Merchant (Erin Casey-Alternate)

Placer County CEO Appointee

Gary Davis
JK Architecture Engineering

Eric Pilcher
Moe's BBQ/Gear & Grind
BACC

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

B. 8:35 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 (10 minutes) 8:35-8:45

All items 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 –

- a. February 7th, 2018 (Page 1) [Link to online preliminary document](#)
- b. February 23, 2018, Special Board Meeting (Page 5) [Link to online preliminary document](#)

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

2. Committee Minutes

- a. BACC February 2018 [Link to online preliminary document](#)
- b. Tourism Development February, 2018 (Will post online when available)
- c. Finance
 - 1. February (Will 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)

None at this time

Karen Plank
Placer County
Board of
Supervisors
Appointee

**Aaron
Rudnick**
Truckee River
Raft Co.

Quorum - 5
Majority of the
NLTRA Board
Representatives

**Advisory
Board:**

Tom Lotshaw
TRPA Non-Voting

E. Action Items (45 Minutes) 8:45 – 9:30

1. **MOTION: Announcement of Election Results and Recommendations on Appointments and setting date for special meeting (Page 6)**
2. **MOTION: Authorization for CEO to Proceed with Organizational Revisions (Page 8)**

F. Informational Updates/Verbal Reports (30 minutes) 9:30 – 10:00

1. **Review of Spartan Broadcast Platform– Amber Burke (Page 9)**
2. **Visit California Outlook Conference**
3. **Annual Awards Dinner**
4. **Update on the Tourism Development Plan – Daphne Lange (Page 23)**

G. Reports/Back up

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 24)**
2. **Membership Accounts Receivable Report, February 2018 (Page 25)**
3. **Conference Revenue Statistics Report (Page 26)**
4. **Finance Committee Supplemental Reports, January 2018 (Page 33)**

H. Directors Comments (10 minutes) 10:00 – 10:10

I. Meeting Review and Staff Direction (5 minutes) 10:10 – 10:15

J. Adjournment to Closed Session.

K. Closed Session to Discuss Personnel issues.

This meeting is wheelchair accessible

Posted and Emailed (x)