

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

Board Members in attendance:

Adam Wilson (First half of meeting via telephone), Samir Tuma, Christy Beck, Brett Williams, Jennifer Merchant, Gary Davis, Karen Plant, Aaron Rudnick, Tom Lotshaw (Non-Voting)

Staff in attendance:

Cindy Gustafson, Ron Treabess, Al Priester, Daphne Lange, Amber Burke, Dawn Teran

Others in attendance:

Erin Casey, Mike Geary, Lindsay Romack, Susie Voss, Gerard Fenech

A. 8:32 a.m. Called to Order-Established 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.

- Suzy Vose, Placer County Senior Project Manager, Tahoe City Firehouse Property Redevelopment
  - Susie reviewed the redevelopment status of the old firehouse property located at 300 North Lake Blvd., Tahoe City. A public meeting is scheduled for April 4<sup>th</sup>, 2018.

C. Agenda Amendments and Approval-MOTION

- **MOTION to move to closed session prior to reviewing of Consent Calendar items to discuss personnel item. M/S/C Aaron/Karen/8-0-0**

**Meeting moved to closed session at 8:40 a.m. to discuss personnel item.**

*\*Adam Wilson left the meeting at 9:26 a.m.*

**Meeting reconvened to public session at 9:26 a.m.**

- Samir announced that the NLTRA received a Poppy Award from Visit California for our Luminary Campaign.
  - Cindy and Daphne shared details about the campaign and award.

**D. Consent Calendar**

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.

• **MOTION to approve the Consent Calendar items. M/S/C Aaron/Brett/7-0-0 (Adam Wilson absent)**

1. Board Meeting Minutes

a. February 7, 2018 [Link to online document](#)

b. February 23, 2018, Special Board Meeting [Link to online document](#)

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://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, 2018 (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

**E. Action Items**

**1. MOTION: Acceptance of Election Results/Proceed with setting date for special Board meeting to approve the recommended at-large Board members. M/S/C Gary/Aaron 7-0-0**

*The following item was moved to review after closed session (Item K):*

**2. MOTION: Authorization for CEO to Proceed with Organizational Revisions M/S/C Brett/Christy/6-0-0 (Adam Wilson, Gary Davis absent.)**

**F. Informational Updates/Verbal Reports**

1. Review of Spartan Broadcast Platform– Amber Burke

2. Visit California Outlook Conference

3. Annual Awards Dinner-April 26th, Granlibakken

4. Update on the Tourism Development Plan – Daphne Lange

- Jennifer questioned the length of the reviewed plan. Daphne stated this is a tactical yearly plan, based on the 3-5 year strategic plan.

- Cindy pointed out that the 3-5 year plan will need to be updated soon, including updates made to the yearly tactical plan.
- Samir requested a review of items that may cross over into the second year's plan. Daphne said that will be possible to provide.

**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
2. Membership Accounts Receivable Report, February 2018
3. Conference Revenue Statistics Report
4. Finance Committee Supplemental Reports, January 2018
  - Cindy reported that there is an additional Finance Committee item that was not added to the agenda; the acceptance of the financial reports. This item will be added onto the agenda for the upcoming specially called meeting.

**H. Directors comments**

- Tom reported that the TRPA Best in Basin Nominations are in progress
- Tom reported that the TRPA are interviewing for a Travel Demand Management Coordinator
- Aaron reported on the Small Business SEO Seminar last week and he highly recommends attendance at our seminars, and a great benefit to our members.

**I. Meeting Review and Staff Direction – Cindy**

- Item E.1. Schedule special call-in Board meeting to approve at-large members.
- Item F.1. Will ensure that at future broadcast events, there are more NLT banners, logos, website presentation etc., and will review contract revisions when doing special events.
- Item G.4. Financials will be added to special Board meeting agenda.

**J. Adjournment to Closed Session at 10:22 a.m.**

*\*Gary Davis left the meeting*

**K. Closed Session to Discuss Personnel issues – (See Item E.2. above)**

**Meeting reconvened to public session at 11:05 a.m.**

**L. Meeting adjourned at 11:30 a.m.**