



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
The North Lake Tahoe Resort Association Board of Directors
Wednesday April 2, 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 –March 5, 2014**

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

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

6. **Marketing Committee – March 25, 2013**

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

1. **NTBA Funding Request \$10,000 Marketing Grant; BACC approved 12-0**

8. Lodging Committee – No Meeting in March

9. Conference Sales Directors Committee – No Meeting in March

10. **Finance Committee – March 27, 2014**

11. **Executive Committee Report – March 18, 2013**

12. **Financial Reports (February Financials)**

1. **Dashboard and project reports**

2. **County Budget Meeting Report**

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 – March**

D. STRATEGIC DISCUSSION (1 hour)

- 15. Master Plan Update and Funding Needs – Sandy Evans Hall (15 minutes)
- 16. Golf Course Oversight Committee Report and Policy Approval – MOTION Wally Auerbach/Sandy Evans Hall (45 minutes)

E. ACTION ITEMS (25 minutes)

- 17. 2014 Legislative Platform Approval – MOTION Sandy Evans Hall (5 minutes)
- 18. Scope of Work for \$50,000 Product Development funds for BACC – MOTION Sandy Evans Hall, Ginger Karl; BACC Approved 12-0, Marketing Approved 8-0 (10 minutes)
- 19. Sand Replenishment at Commons Beach Funding Request – MOTION Ron Treabess; CIT Approved 4-3, 3 abstentions (Jennifer Merchant, Brian Stewart, Andrew Ryan) 1 recusal for conflict (Wyatt Ogilvy) (10 minutes)

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

- 20. Destimetrics Report – Andy Chapman (5 minutes)
- 21. Integrated Work Plan Update – Ron Treabess (10 minutes)
- 22. Chamber/BACC Report – Ginger Karl (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,