



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday April 3, 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 (2 hrs 10 minutes) 8:35 – 10:45**

**Organization (45 minutes)**

3. Master Plan Update and Approval of using \$5,000 of Marketing Reserves for funding Dean Runyan Economic Benefit of Tourism Study – **MOTION** Sandy Evans Hall (5 minutes)
4. Finance Committee Recommendations – Bill Rock/Lisa de Roulet (15 minutes)
  1. Audit RFP **MOTION**
  2. Employee Manual **MOTION**
  3. Visitor Center Issues and Potential Policy Development
5. Proposed Changes to TOT Ordinance to include change in sunset dates, appeal process, definitions of what is taxable and what constitutes receipt, and record keeping terms. – Jerry Gamez, Placer County Director of Administrator Services (25 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)*

## **Marketing (20 minutes)**

6. Special Event Grant Funding Recommendations, Round Two – **MOTION** Judy Laverty (5 minutes)
7. MTRiP Update – Andy Chapman (5 minutes)
8. Ironman Foundation Contribution Update (5 minutes)
9. Lake Tahoe Sports Organizing Committee/X Games Bid Update – Andy Chapman (5 minutes)

## **Transportation/Infrastructure (25 minutes)**

10. Resort Triangle Transportation Vision Coalition update – Ron Treabess (5 minutes)
11. Free Skier Shuttle Report – Ron Treabess (5 minutes)
12. Integrated Work Plan **MOTION** – Ron Treabess (15 minutes)

## **Membership (10 minutes)**

13. Membership Sales, Activities and Events – Deanna Frumenti (5 minutes)
14. Marketing Grant for TCDA – Deanna Frumenti **MOTION** (5 minutes)

## **Visitor Information (10 minutes)**

15. Visitor Center Proposal for Kings Beach – Emily Detwiler **MOTION** (10 minutes)

## **Special Presentation (20 minutes)**

16. Kings Beach Commercial Core Improvement Plan – Dan LaPlante (20 minutes)

## **E. DIRECTORS' COMMENTS (5 minutes)**

**10:45 – 10:50**

## **F. CONSENT CALENDAR – MOTIONS (5 min)**

**10:50 – 10:55**

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.

### **17. 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)

### **18. Joint Infrastructure/Transportation Committee – March 25, 2013**

### **19. Marketing Committee – March 28, 2013**

### **20. Business Association and Chamber Collaborative – March 13, 2013**

### **21. Lodging Committee – March 7, 2013**

### **22. Conference Sales Directors Committee – No meeting in March**

### **23. Finance Committee – March 28, 2013**

### **24. Executive Committee Report – March 29, 2013**

### **25. 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

### **26. Conference Sales Reports**

### **27. Infrastructure/Transportation Activity Report – March**

## **G. MEETING REVIEW AND STAFF DIRECTION (5 minutes) 10:55- 11:00**

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

**I. RECONVENE TO OPEN SESSION**

**J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, , 2013*