



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday April 4, 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 ITEMS**

**Marketing**

3. Discussion of Coop Agreement – Sandy Evans Hall/Andy Chapman  
(20 minutes)
4. Mountain Travel Symposium Update – Andy Chapman  
(10 minutes)

**County Contract**

5. Scope of Work/TOT Budget Approval – Sandy Evans Hall **MOTION**  
(30 minutes)

**Transportation/Infrastructure**

6. Integrated Work Plan Approval – Ron Treabess **MOTION**  
(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 XCountry*

**Ron Parson (Chair)**  
*Granlibakken*

**Bill Rock**  
*Northstar*

**Andy Wirth**  
*Squaw Valley/Alpine  
Meadows*

**Ron McIntyre**  
*RMC Consulting  
(Ex-Officio)*

**Jennifer Merchant**  
*Placer County*

**Julie Regan**  
*TRPA  
(Ex-officio)*

7. North Tahoe Water Shuttle Project funding approval – Ron Treabess/Wally Auerbach **MOTION** (15 minutes)
8. North Lake Tahoe Visitor Center, Truckee and Placer Welcoming Centers funding approval – Sandy Evans Hall/Phil Gilanfarr **MOTION** (15 minutes)
9. Kings Beach Commercial Core Improvement Plan funding approval – Ron Treabess/Wally Auerbach **MOTION** (20 minutes)
10. TOT Renewal Update – Ron Treabess/Sandy Evans Hall (10 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 – March 7, 2012
12. Financial Statements – Approval of January and February Financials

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

13. Joint Infrastructure/Transportation Committee – March 26, 2012
14. Marketing Committee – March 27, 2012
15. Membership Advisory Committee – March 14, 2012
16. Lodging Committee – March 8, 2012
17. Finance Committee – March 21, 2012

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

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

**F. MEMBERSHIP REPORTS (5 min)**

21. 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 30, 2012*