



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, April 6, 2016 at 8:00 am**  
**The Village at Squaw Valley Alpenglöw Room**  
**(near Uncorked in the Village at Squaw)**

## NLTRA Mission

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

## 2016 Board of Directors

### Wally Auerbach (Secretary)

Auerbach Engineering

### Christy Beck

The Village at Squaw Valley

### Sue Busby

Placer County BOS Appointee  
Castle Peak Property Mgmt.

### Brendan Madigan (Past Chair)

Alpenglow Sports

### Valli Murnane

Tahoe X-Country

### Eric Pilcher (Treasurer)

Moe's BBQ/Gear & Grind

### David Tirman (Chair)

JMA Ventures, LLC

### Samir Tuma

Kila Lake Tahoe

### Brett Williams

Agate Bay Realty

### Adam Wilson (Vice Chair)

Northstar California

### Jennifer Merchant

Placer County Rep

### Tom Lotshaw

TRPA (Ex-officio)

### Quorum - 6

Majority of the NLTRA Board  
Representatives

Items May Not Be Heard In the Order They Are Listed

### A. 8:00 a.m. Closed Session to discuss CEO 2014-15 Review and compensation. Reconvene to Open Session

### B. 8:30 a.m. Call to Order-Establish Quorum

C. **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.

### D. Agenda Amendments and Approval

### E. Consent Calendar-MOTION (5 minutes)

All items (**in Bold**) 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 –March 2, 2016

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

#### 2. Capital Investment/Transportation Committee - No meeting in March

#### 3. Marketing Committee – March 29, 2016

#### 4. Business Association and Chamber Collaborative – March 10, 2016

#### 5. Lodging Committee – March 1, 2016

#### 6. Conference Sales Directors Committee - No meeting in March

#### 7. Finance Committee – March 30, 2016

#### 8. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) – No Contracts in March

### F. Strategic Discussion (60 minutes) – Walk to Basecamp (between Wanderlust Yoga Studio and Uncorked)

#### 1. Squaw Valley Village Redevelopment – Mike Livak, Theresa May Duggan

### G. Action Items (30 minutes)

#### 1. MOTION: Discussion and possible approval of a REVISED Legislative Platform – Sandy Evans Hall

#### 2. MOTION: Recommend review and possible policy change for collection of Placer County TOT – Brett Williams (Lodging Committee Vote 6-0)

#### 3. MOTION: Discussion and possible approval of appointing Christine Horvath,

**Squaw Valley/Alpine Meadows to the North Lake Tahoe Marketing Cooperative  
replacing John Monson, Sugar Bowl – JT Thompson (Marketing Committee  
Vote 7-0)**

**Supplemental Staff Reports**

**H. Staff Reports (30 minutes)**

**1. Marketing – JT Thompson**

- a. Destimetrics
- b. International Sales Update

**2. Visitor Information**

- a. Visitor Information Opportunities

**3. Membership - Ginger Karl**

- a. New Members
- b. Upcoming Events

**4. CI/T – Ron Treabess**

- a. NLTE and Transportation Funding update

**5. Finance – Al Priester**

- a. Draft Year-to-Date Financial Reports for February

**6. Administration – Sandy Evans Hall**

- a. Contract Compliance Update
- b. Tahoe Prosperity Center presentation follow-up
- c. Organization Structure Task Force
- d. Contract Budget and Process

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

**7. Conference Sales Reports**

**8. Executive Committee Report – March 15, 2016**

**9. Capital Investment/Transportation Activity Report – February**

**10. Dashboard - February**

**I. Directors Comments (5 minutes)**

**J. Meeting Review and Staff Direction (5 minutes)**

**K. Adjournment**

This meeting is wheelchair accessible

Posted and Emailed (4.1.16)