



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, May 4, 2016 at 8:30 a.m.**  
**Tahoe City Public Utility District**

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

B. **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.

## C. Agenda Amendments and Approval

## D. 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 –April 6, 2016** (pg. 1)

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- April 11 and April 25, 2016** (pg. 6)

### 3. **Marketing Committee – April 26, 2016** (pg. 7)

### 4. **Business Association and Chamber Collaborative – April 14, 2016** (pg. 9)

### 5. Lodging Committee – No lodging committee meeting in April

### 6. Conference Sales Directors Committee – No meeting in April

### 7. **Finance Committee – April 21, 2016** (pg. 10)

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

## E. Strategic Discussion (60 minutes) (pg. 11)

### a. **Placer County Transit Plan – Jennifer Merchant**

### b. **Placer County Tahoe Services – Jennifer Merchant**

## F. Action Items (45 minutes)

### 1. **MOTION: Discussion and possible approval of 2016-17 Transportation Services TOT Budget – Ron Treabess (CI/T Committee Approval 7-0-0)** (pg. 12)

### 2. **MOTION: Discussion and possible approval of the Budget and Scope of Work for the 2016-17 Agreement between Placer County and the NLTRA – Sandy Evans Hall (Finance Committee approved 2-0-1, Merchant abstained Marketing Committee approved 7-0; CI/T Committee approved 11-0-1 Merchant abstained)** (pg. 18)

3. **MOTION: Approval of the Chamber Government Affairs Committee Plan– Ginger Karl, Sandy Evans Hall (pg. 49)**
4. **MOTION: Discussion and possible approval of allocating \$5,000 from Capital Investment Research and Planning for the Workforce Project Business Walks and Market Analysis in conjunction with Tahoe Prosperity Center – Sandy Evans Hall (pg. 51)**
5. **MOTION: Discussion and possible approval of year-to-date financial reports for March 2016 – Al Priester (Finance Committee approved 3-0) (pg. 55)**

## **Supplemental Staff Reports**

### **G. Staff Reports (15 minutes)**

#### **1. Marketing – JT Thompson**

- a. Destimetrics (pg. 114)
- b. Group Sales Update (pg. 133)

#### **2. Membership - Ginger Karl**

- a. New Members
- b. Upcoming Events/Programs (pg. 134)

#### **3. CI/T – Ron Treabess**

- a. Project Update

#### **4. Administration – Sandy Evans Hall**

- a. Contract Compliance Update
- b. Organization Structure Task Force (pg. 136)

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

5. **Conference Sales Reports (pg. 141)**
6. **Executive Committee Report – April 26, 2016 (pg. 149)**
7. **Capital Investment/Transportation Activity Report – April (pg. 151)**
8. **Dashboard – March (pg. 162)**

### **H. Directors Comments (5 minutes)**

### **I. Meeting Review and Staff Direction (5 minutes)**

### **J. Closed Session as needed or requested. Reconvene to Open Session.**

### **K. Adjournment**

This meeting is wheelchair accessible

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