



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, May 6, 2015 at 8:30 am**  
**Tahoe City Public Utilities Board Room**

## NLTRA Mission

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

## 2015 Board of Directors

### Wally Auerbach (Treasurer)

Auerbach Engineering

### Kali Kopley

Uncorked/Petra/Soupa

### Brett Williams

Agate Bay Realty

### Valli Murnane

Tahoe X-Country

### Phil GilanFarr

CB's Pizza & Grill

### Adam Wilson (Secretary)

Northstar California

### Brendan Madigan (Chair)

Alpenglow Sports

### Joseph Mattioli

The Ritz-Carlton

### David Tirman (Vice-Chair)

JMA Ventures, LLC

### Jennifer Merchant

Placer County Rep

### Sue Busby

Placer County BOS Appointee  
Castle Peak Property Mgmt.

### 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. 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 1, 2015 & March 1, 2015**  
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 27, 2015**
  - 3. Marketing Committee – April 28, 2015**
  - 4. Business Association and Chamber Collaborative – April 8, 2015**
  5. Lodging Committee – No meeting in April
  6. Conference Sales Directors Committee – No Meeting in April
  - 7. Finance Committee – April 29, 2015**
  - 8. Financial Reports – March**
    - 8.1. Dashboard and project reports**  
The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member
  - 9. Conference Sales Reports**
  - 10. Executive Committee Report – April 21, 2015**
  - 11. Capital Investment/Transportation Activity Report – April**
- E. Strategic Discussion Items (1 hour) –
  - 1. TOT Audit of N. Lake Tahoe properties – Andy Sisk (40 minutes)**
  - 2. Discussion of project approval process – Board Members (20 minutes)**

- F. Action Items (15 minutes )
  - 1. **MOTION:** Approval of proposed Attachment A (Scope of Work) and proposed Attachment C (Contract Budget) for 2015/16 fiscal year – Sandy Evans Hall  
**CI/T Committee vote: 11-0; Marketing Committee vote: 8-0; Finance Committee vote: 4-0-1 (Jennifer Merchant abstained)**
- G. Staff Reports (45 minutes)
  - 1. Membership – Ginger Karl (5 minutes)
    - a. Performance Metrics
    - b. New Members
    - c. Community Awards and Silent Auction final P & L
    - d. Upcoming Events
  - 2. Marketing – JT Thompson (30 minutes)
    - a. Destimetrics
    - b. USA Cycling – cost benefit analysis
  - 3. CEO – Sandy Evans Hall (10 minutes)
    - a. Master Plan Update
    - b. Golf Course Oversight Committee opening to replace Valli Murnane
- H. Director’s Comments (5 minutes)
- I. Meeting Review and Staff Direction (5 minutes)
- J. Closed Session (if necessary)/Reconvene to Open Session:
- K. Adjournment

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This meeting is wheelchair accessible

Posted and Emailed (5/1/15)