



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice The North Lake Tahoe Resort Association Board of Directors **Wednesday May 7, 2014 – 8:30 – 10:30 a.m.** Tahoe City Public Utility District Board Room

NLTRA Mission

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

2014 Board Members

**Wally Auerbach
(Chair)**
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
CB's Pizza & Grill

**Kali Kopley (Vice-
Chair)**
Uncorked/Petra/Soupa

Brendan Madigan
Alpenglow Sports

Joseph Mattioli
The Ritz-Carlton

**Valli Murnane
(Secretary)**
Tahoe XCountry

**Ron Parson
(Treasurer)**
Granlibakken

Bill Rock
Northstar

David Tirman
JMA Ventures, LLC

Jennifer Merchant
Placer County

Kristi Boosman
*TRPA
(Ex-officio)*

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. CONSENT CALENDAR – MOTIONS (*5 minutes*)

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.

1. **Board Meeting Minutes –April 2, 2014**

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

2. **Capital Investment/Transportation Committee – April 28, 2014**

3. **Marketing Committee – April 29, 2014**

4. **Business Association and Chamber Collaborative – April 9, 2014**

1. **Northstar Business Assn. Marketing Grant \$10,000;
BACC approved 9-1-0, abstention Kali Kopley**

2. **Squaw Business Assn. Marketing Grant \$10,000; BACC
approved 9-1-0, abstention Kali Kopley**

5. **Lodging Committee – April 17, 2014**

6. **Conference Sales Directors Committee – No Meeting in April**

7. **Finance Committee – April 24, 2014**

8. **Executive Committee Report – April 16, 2014**

9. **Financial Reports March**

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

10. **Conference Sales Reports – Not available due to system error**

11. **Capital Investment/Transportation Activity Report – April**

E. STRATEGIC DISCUSSION (1 hour)

12. Funding Options for the Future – TBID, TMD (Tourism Marketing District or Tourism Business Improvement District) Andy Chapman and Carl Ribaudo (30 minutes)

F. ACTION ITEMS (10 minutes)

13. 2014/15 Budget and Scope of Work for NLTRA/Placer Contract – **MOTION** Sandy Evans Hall, Ron Treabess, Andy Chapman Approved by Finance Committee, Marketing Committee and Capital Investment/Transportation Committees, unanimous votes with Jennifer Merchant abstaining.
14. Funding for North Lake Tahoe Parking Study, \$66,000 – Ron Treabess, Peter Kraatz **MOTION** CIT Approved 4/28/14 Vote 8-0-0 (5 minutes)
15. Special Event Grant (round two) recommendations – Judy Laverty **MOTION** Approved 3-0 by Grant Task Force (5 minutes)

G. STAFF AND/OR COMMITTEE REPORTS (45 minutes)

16. Destimetrics Report – Andy Chapman (5 minutes)
17. Capital Investment/Transportation Work Plan Update – Ron Treabess (15 minutes)
18. Membership/BACC Report – Ginger Karl (5 minutes)
19. Park City Trek – Sandy Evans Hall (5 minutes)

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

20. 2014 CalChamber Legislative Briefing & Host Breakfast – Sandy Evans Hall
21. Tahoe Fund Day at Aces Ballpark – Sandy Evans Hall
22. Mountain Travel Symposium – Sandy Evans Hall

J. CLOSED SESSION (If necessary)/RECONVENE TO OPEN SESSION

23. Discuss the CEO Employment Agreement

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, May 2, 2014