

**NLTRA Mission**

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

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**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

**Aaron Rudnick**, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe  
**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,  
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain  
Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection  
Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

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**AGENDA**

**TO CALL IN: 1-712-770-4010, enter code 775665#**

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. 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.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar-All items 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.
- Pg. 1**  
**Pg. 5**
- A. Board Meeting Minutes**
1. 4.23.18 Specially Called Board Meeting Minutes [Link to online document](#)
2. 5.2.18 Board Meeting Minutes [Link to online document](#)
- B. Committee Minutes-The committee summary is provided for information purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org).**
1. BACC April, 2018 [link to online document](#)
2. Tourism Development Committee April, 2018 \*See [online board packet](#) for past minutes
- Pg. 9**
3. Finance Committee April, 2018-Will become available when finalized.
- C. Approval of NLTRA Financial Statements April 30, 2018**
- D. Contract Approval-Projects that funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**
- None
- E. Resolution Changing Signatories for the following:**
1. Bank accounts \*Will be distributed at meeting

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F. Community Marketing Grant – West Shore Association

8:55 a.m.

5. Action Items

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A. Approval of Proposed NLTRA Budget for FY 2018-2019

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B. NLTRA Contract with Placer County for FY 2018-2019 \*Will be posted online and emailed prior to meeting.

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C. Approval of Marketing Cooperative Agreement

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D. Approval of 2 Year Tourism Development Strategic Plan

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E. Approval of Contract with Strategic Marketing and Research Insights (SMARI)

F. Resolution of Appreciation – Ron Treabess \*Information to come

11:25 a.m.

6. Information Updates/Verbal Reports

A. CEO and Staff Updates

11:35 a.m.

7. Reports/Back up Documents

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

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A. Destimetrics Monthly Occupancy Data

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B. Conference Revenue Statistics Report

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C. Membership Accounts Receivable Report

Pg. 144

D. Finance Dashboard and CEO Expenses, April, 2018

11:40 a.m.

8. Director's Comments

11:45 a.m.

9. Meeting Review and Staff Direction

11:50 a.m.

10. Closed Session to Discuss Personnel Matters/CEO Evaluation or Adjournment

12:00 p.m.

11. Adjournment (If closed session enacted.)

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*