



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, June 1, 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 –May 4, 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- May 23, 2016** (pg.5)

#### 3. **Marketing Committee – May 24, 2016** (pg. 6)

#### 4. **Business Association and Chamber Collaborative – May 12, 2016** (pg.7)

#### 5. **Lodging Committee – Forum met May 16 – no minutes**

#### 6. **Conference Sales Directors Committee – No meeting in May**

#### 7. **Finance Committee – May 19, 2016** (pg. 12)

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

### E. Strategic Discussion (60 minutes) 8:35 – 9:35

#### a. **North Lake Tahoe Area Plans: Process/Status/Timeline – Crystal Jacobsen**

### F. Action Items (45 minutes) 9:35 – 10:20

#### 1. **MOTION: Discussion and possible approval of Agreement with FM3 for Transportation Polling – Ron Treabess (CI/T Committee Approval 7-0)**(pg.13)

#### 2. **MOTION: Discussion and possible approval of the Budget, Scope of Work and the 2016-17 Agreement between Placer County and the NLTRA – Sandy Evans Hall** (pg. 19)

#### 3. **MOTION: Discussion and possible approval of year-to-date financial reports for April 2016 – Al Priester (Finance Committee reviewed, no vote)** (pg. 66)

4. **MOTION: Discussion and possible approval of the Deed Restriction Language for the Tahoe City Golf Course – Sandy Evans Hall (GC Oversight Committee approved 7-0) (pg. 94)**
5. **MOTION: Discussion and possible approval of a 30 day extension of the School of Thought contract to enhance transition to new agency – JT Thompson (pg.99)**
6. **MOTION: Discussion and possible approval of appointment of Karlynnne Fajkos to the Marketing Committee to replace Glen Cademartori – JT Thompson (Marketing Committee approval 7-0) (pg. 100)**

### **Supplemental Staff Reports**

#### **G. Staff Reports (30 minutes) 10:20 – 10:50**

1. **Marketing – JT Thompson**
  - a. Destimetrics (pg. 101)
  - b. Marketing Agency selection (pg. 113)
  - c. Autumn Food and Wine Event (pg. 137)
2. **Membership - Ginger Karl**
  - a. New Members
  - b. Upcoming Events/Programs (pg. 139)
3. **CI/T – Ron Treabess**
  - a. Long Range Capital Investment Plan Update (pg. 142)
4. **Administration – Sandy Evans Hall**
  - a. Organization Structure Update (pg. 143)
  - b. Workforce Business Walks – June 8,9,10 (pg 160)
  - c. Board Retreat – June 29, 12-5 p.m.

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. 161)**
6. **Executive Committee Report – May 24, 2016 (pg. 170)**
7. **Capital Investment/Transportation Activity Report – May (pg. 172)**
8. **Dashboard – April (pg. 176)**

#### **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 11:00 a.m.**

This meeting is wheelchair accessible

Posted and Emailed (5/27/16 – 4.30 pm)