



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday June 26, 2013 – 1:00 p.m. – 5:00 p.m.

Tahoe City Community Center Upstairs (next to the old Firehouse)

NLTRA Mission

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

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

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. REPORTS & ACTION ITEMS (2 hr 30 minutes) 1:00 – 5:00p.m.

Organization (2 hr. 15 minutes)

3. Discussion of role of NLTRA and relationship with Placer County – David Boesch, County CEO (60 minutes)
4. Strategic Goals Progress and Discussion - Sandy Evans Hall (45 minutes)
5. 2013/14 NLTRA Budget – Lisa deRoulet, Bill Rock **MOTION** (30 minutes)

Marketing (45 minutes)

6. Marketing Plan and Strategic Goals Progress and Discussion – Andy Chapman and Marketing Team (45 minutes)

Infrastructure/Transportation (15 minutes)

7. Funding request for 15 way-finding signs pending approval from all agencies – Ron Treabess **MOTION** (15 minutes)

2013 Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Chair)
CB's Pizza & Grill

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

Brendan Madigan
Alpenglow Sports

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
(Immediate Past Chair)
Granlibakken

Bill Rock
(Treasurer)
Northstar

Eric Sather
Resort at Squaw Creek

Jennifer Merchant
Placer County

Kristi Boosman
TRPA
(Ex-officio)

Membership (30 minutes)

8. Chamber Cost Benefit Analysis – Lisa deRoulet, Sandy Evans Hall, Deanna Frumenti (30 minutes)

E. DIRECTORS' COMMENTS (5 minutes)

F. 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.

9. **Board Meeting Minutes – May 1, 2013**

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

10. **Joint Infrastructure/Transportation Committee – June 24, 2013**

11. Marketing Committee – No Meeting in June

12. Business Association and Chamber Collaborative – No Meeting in June

13. Lodging Committee – No Meeting in June

14. Conference Sales Directors Committee – No Meeting in June

15. **Finance Committee – June 20, 2013**

16. Executive Committee Report – No meeting in June

17. **Financial Reports for May, 2013**

1. **Financial Analysis**

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

18. **Conference Sales Reports**

19. **Infrastructure/Transportation Activity Report – June**

G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT – Adjourn to Uncorked for a beverage of your choice!

This meeting site is wheelchair accessible.

Posted and e-mailed, June 21, 2013