



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, June 28, 2017 at **8:30 a.m.**

**NLTRA Conference Room or Conference Call
1712-770-4010 Access Code 775665**

NLTRA Mission

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

2017 Board of Directors

Christy Beck (Treasurer)
The Village at Squaw Valley
Finance Committee

Gary Davis
JK Architecture Engineering
CI/T Committee

Brendan Madigan
Alpenglow Sports

Jennifer Merchant (Erin Casey-Alternate)
Placer County CEO Appointee

Eric Pilcher
Moe's BBQ/Gear & Grind
BACC

Karen Plank
Placer County Board of Supervisors Appointee

Aaron Rudnick
Truckee River Raft Co.

David Tirman(Past Chair)
JMA Ventures, LLC
Lodging Committee

Samir Tuma (Vice Chair)
Kila Lake Tahoe

Brett Williams (Secretary)
Agate Bay Realty
Marketing Committee

Adam Wilson(Chair)
Northstar California

Quorum - 6
Majority of the NLTRA Board Representatives

Advisory Board
Tom Lotshaw
TRPA Non-Voting

To Call in: Dial (712) 770-4010, 775665#

Items May Not Be Heard In the Order They Are Listed

A. 8:30 a.m. Call to Order-Establish Quorum

B. 8:35 a.m. 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-MOTION

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 –June 7, 2017 (Page 1)**
2. **Special Board Meeting Minutes – June 15, 2017 (Page 6)**

Minutes are available as finalized at www.nltra.org

3. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**

a. **Approval of 2017 Summer Traffic Management to Highway patrol for \$11,098.52 – Ron Treabess (Page 8)**

E. Action Items (45 minutes) 8:40 – 9:25

1. **Review and Input on Abbi Agency Draft Three Year Contract – Andy Chapman (Page 15)**
2. **Review and Input on Black Diamond UK/IRE Representation Contract and Scope of Work - Sarah Winters (15 min) (Page 37)**
3. **Review and Input on Gate 7 AUS/NZ Representation Contract and Scope of Work – Sarah Winters/Bart Peterson (15 min) (Page 42)**
4. **MOTION: Review and approval of Abbi Agency Enhanced Event Public Relations and Social Outreach – Amber Burke (Marketing Committee)**

vote: to be provided at Board Meeting, Marketing Committee meeting is on 6/27/17) (Page 67)

F. Directors Comments (15 minutes) 9:25 – 9:40

- 1. Update on Scope of Work discussion with County – Samir Tuma**
- 2. CEO Transition timeline**

G. Meeting Review and Staff Direction (5 minutes) 9:40 – 9:45

H. Adjourn to CLOSED SESSION – CEO Performance Review/Incentive

I. Reconvene to OPEN SESSION – vote to be taken and reported in minutes if necessary on any item from closed session.

J. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (x)
