



NLTRA Board of Directors Strategic Planning Retreat

Wednesday, June 29, 2016 at 12:00 p.m.
GarWoods Restaurant – Riva Room Upstairs
LUNCH WILL BE SERVED AT NOON!

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. 12:30 p.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 –June 1, 2016 (pg. 1)**

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

2. **Capital Investment/Transportation Committee- June 27, 2016 – NOT IN PACKET BUT WILL BE AVAILABLE AT MEETING**

3. **Marketing Committee – June 28, 2016 NOT IN PACKET BUT WILL BE AVAILABLE AT MEETING**

4. **Business Association and Chamber Collaborative – June 2, 2016 (pg. 5)**

5. Lodging Committee – No Meeting in June

6. Conference Sales Directors Committee – No meeting in May

7. **Finance Committee – June 16, 2016 NOT IN PACKET BUT WILL BE AVAILABLE AT MEETING**

8. **Contract Extension Approvals (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) (pg. 6)**

a. UC Davis-Lake Tahoe Water Display

b. UC Davis-Tahoe City Field Station Wayfinding Signage

9. **Contract for 2016 Marketing Research Services with RRC Associates for \$12,300 (pg. 9)**

E. Action Items (30 minutes) 12:35 – 1:05

1. **MOTION: Discussion and possible approval of the 2016/17 Capital Improvement Plan and 2016/2022 Long Range Funding Plan – Ron Treabess (CI/T Committee) (pg. 15)**

2. **MOTION: Discussion and possible approval of additional funding request for the Kings Beach Public Pier Concept Project Planning (CI/T Committee) (pg. 16)**

3. **MOTION: Discussion and possible approval of year-to-date financial reports for**

- May 2016 – Al Priester (Finance Committee) (pg. 35)**
- 4. MOTION: Discussion and possible approval of the 2016-17 NLTRA Budget – Al Priester (Finance Committee) NOT IN PACKET BUT WILL BE AVAILABLE AT MEETING**
 - 5. REVIEW ONLY: Discussion and input for the Contract with Augustine Ideas – JT Thompson (Marketing Committee) (pg. 66)**

F. Strategic Planning Retreat (1:15 – 5:00 p.m.) (pg. 69)

- a. Strategic Goal Review and Discussion (1 hour 1:15 – 2:15)
- b. Organization Structure Recommendations (2 1/2 hours 2:30 – 5 p.m.)

Please review the following in your packet; they will not be covered verbally.

Supplemental Staff Reports

G. Staff Reports

1. Marketing – JT Thompson

- a. Destimetrics (pg. 1)
- b. Autumn Food and Wine Event (pg. 1)

2. Membership - Ginger Karl

- a. New Members
- b. Upcoming Events/Programs (pg. 2)

3. CI/T – Ron Treabess

4. Administration – Sandy Evans Hall

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. 4)

6. Executive Committee Report – June 24, 2016 (pg. 15)

7. Capital Investment/Transportation Activity Report – June (pg. 16)

8. Dashboard – May NOT IN PACKET BUT WILL BE AVAILABLE AT MEETING

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 5 p.m.

This meeting is wheelchair accessible

Posted and Emailed (6/24/16 6:40PM)