



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
The North Lake Tahoe Resort Association Board of Directors
Wednesday June 4, 2014 – 8:30 – 10:30 a.m.
Tahoe City Public Utility District Board Room

NLTRA Mission

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

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. 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.

1. **Board Meeting Minutes – May 7, 2014**

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

2. **Capital Investment/Transportation Committee – May 27, 2014**

1. **Funding for Transit Vision Economic Analysis by EPS of \$45,900; CIT approved 13-0-0**

3. **Marketing Committee – May 27, 2014**

4. **Business Association and Chamber Collaborative – May 29, 2014**

1. **Tahoe City Business Assn. Marketing Grant \$10,000; BACC approved 10-0-0**

5. **Lodging Committee – May 29, 2014**

6. **Conference Sales Directors Committee – No Meeting in May**

7. **Finance Committee – May 22, 2014**

8. **Executive Committee Report – May 20, 2014**

9. **Financial Reports - April**

1. **Dashboard and project reports**

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

10. **Conference Sales Reports**

11. **Capital Investment/Transportation Activity Report – May**

2013

Board Members

Wally Auerbach
(Chair)

Auerbach Engineering

Eric Brandt

Tahoe TV

Phil GilanFarr

CB's Pizza & Grill

Kali Kopley (Vice-Chair)

Uncorked/Petra/Soupa

Brendan Madigan

Alpenglow Sports

Joseph Mattioli

The Ritz-Carlton

Valli Murnane
(Secretary)

Tahoe XCountry

Ron Parson

(Treasurer)

Granlibakken

Bill Rock

Northstar

David Tirman

JMA Ventures, LLC

Jennifer Merchant

Placer County

Kristi Boosman

TRPA

(Ex-officio)

E. STRATEGIC DISCUSSION (1 hour)

12. Placer County – Revenue/Expense and Priorities for E. Placer County – David Boesch (45 minutes)

13. Tahoe Fund Green Bucks Program – Amy Berry (15 minutes)

F. ACTION ITEMS (See Consent Agenda)

G. STAFF AND/OR COMMITTEE REPORTS (40 minutes)

14. Destimetrics Report and Winter Marketing Wrap Up – Andy Chapman (15 minutes)

15. Membership/BACC Report – Ginger Karl (5 minutes)

16. Snowfest Report – Pam Pokorny – (10 minutes)

17. CEO Update – Sandy Evans Hall (10 minutes)

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION (If necessary)/RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.
2014

Posted and e-mailed, May 30, 2014,