



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday June 6, 2012 – 8:30 am – 11 a.m.**  
**Tahoe City Public Utility District**

**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**

**Marketing**

3. MTRiP Forecast for Summer – Andy Chapman (*10 minutes*)
4. Ironman Event Contract for September 2013 **MOTION/DIRECTION** – Andy Chapman (*20 minutes*)

**Membership**

5. Membership Plan update – Deanna Frumentti (*5 minutes*)
6. Membership Activities and Events – Deanna Frumentti (*5 minutes*)

**Transportation/Infrastructure**

7. Night Rider Service extension update – Ron Treabess (*15 minutes*)
8. North Tahoe Water Shuttle project update – Ron Treabess/Wally Auerbach (*15 minutes*)

**2012  
Board Members**

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Tahoe TV*

**Phil GilanFarr**  
**(Vice-Chair)**  
*CB's Pizza & Grill*

**Allen Highfield**  
**(Treasurer)**  
*The Ritz-Carlton*

**Kali Kopley**  
**(Secretary)**  
*Uncorked/Petra/Soupa*

**Alex Mourelatos**  
*Mourelatos Lakeshore  
Resort*

**Valli Murnane**  
*Tahoe XCcountry*

**Ron Parson (Chair)**  
*Granlibakken*

**Bill Rock**  
*Northstar*

**Andy Wirth**  
*Squaw Valley/Alpine  
Meadows*

**Ron McIntyre**  
*RMC Consulting  
(Ex-Officio)*

**Jennifer Merchant**  
*Placer County*

**Julie Regan**  
*TRPA  
(Ex-officio)*

9. TRPA Regional Plan update – TRPA Staff/NLT Regional Plan Advisory Task Force, request to fund \$10,000 towards coordinated business voice **MOTION** (45 minutes)
10. TOT Renewal Vote Results – Ron Treabess (5 minutes)
11. Tahoe City Visioning Process update – Sandy Evans Hall (10 minutes)

### **County Contract**

12. County Contract negotiation update – Sandy Evans Hall

### **E. DIRECTORS' COMMENTS**

#### **F. CONSENT CALENDAR – MOTIONS (5 min)**

All items 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.

13. Board Meeting Minutes – May 2, 2012

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

14. Joint Infrastructure/Transportation Committee – No meeting in May
15. Marketing Committee – May 29, 2012
16. Membership Advisory Committee – May 9, 2012
17. Lodging Committee – No Meeting in May
18. Conference Sales Directors Committee – No meeting in May
19. Finance Committee – May 24, 2012
20. Approve Financials for March, 2012
21. Marketing Performance Semi-Annual Report

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

22. Conference Sales Reports
23. Infrastructure/Transportation Activity Report – May

### **G. MEETING REVIEW AND STAFF DIRECTION**

#### **H. CLOSED SESSION (If necessary)**

24. Executive Director Annual Review

### **I. RECONVENE TO OPEN SESSION**

### **J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, June 1, 2012*