



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday July 11, 2012 – 8:30 am – 11 a.m.**

**\*\*\*\*NEW LOCATION\*\*\*\* NORTH TAHOE EVENT CENTER\*\*\*\***

**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 Update – Andy Chapman (10 minutes)
4. Creative Agency RFP Selection – Andy Chapman (15 minutes)
5. Ironman Lake Tahoe Update – Andy Chapman (5 minutes)
6. Olympic Bid Update – Andy Wirth (15 minutes)

**Membership**

7. Membership Plan update – Deanna Frumentti (5 minutes)
8. Membership Activities and Events – Deanna Frumentti (5 minutes)

**Transportation/Infrastructure**

**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 XCountry*

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

**Bill Rock**  
*Northstar California*

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

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

**Jennifer Merchant**  
*Placer County*

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

9. Night Rider Service extension request for funding (**MOTION**) – Ron Treabess (15 minutes)
10. North Tahoe Water Shuttle project update – Ron Treabess (5 minutes)
11. TRPA Regional Plan update – Sandy Evans Hall (5 minutes)
12. Tahoe City Visioning Process update – Sandy Evans Hall (5 minutes)

### **County Contract**

13. County Contract negotiation update – Sandy Evans Hall (5 minutes)

### **Budget**

14. Preliminary NLTRA departmental budgets – Lisa de Roulet / Allen Highfield (20 minutes)

### **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.

15. Board Meeting Minutes – June 6, 2012

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

16. Joint Infrastructure/Transportation Committee – June 25, 2012
17. Marketing Committee – June 26, 2012
18. Membership Advisory Committee – June 13, 2012
19. Lodging Committee – No meeting in June
20. Conference Sales Directors Committee – No Meeting in June
21. Finance Committee – June 28, 2012
22. Approve Financials for April, 2012

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

23. Conference Sales Reports
24. Infrastructure/Transportation Activity Report – June

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

### **H. CLOSED SESSION**

25. Personnel Policy

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

### **J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed July6, 2012*