



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday August 1, 2012 – 8:30 am – 11 a.m.
Tahoe City Public Utilities 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 Update – Andy Chapman (10 minutes)
4. Wedding Marketing Strategy – Andy Chapman (10 minutes)
5. Olympic Bid Update – Andy Wirth (10 minutes)

Visitor Information

6. Resolution Plan for Tahoe City Visitor Center Issues - Emily Detwiler (10 minutes)

Membership

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

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)

Transportation/Infrastructure

9. North Tahoe Water Shuttle project marketing plan – Jan Colyer (*5 minutes*)
10. Project updates – Way Finding Signage Plan, Coordinated Skier Shuttle Analysis, Bicycle Friendly Application – Ron Treabess (*10 minutes*)
11. TRPA Regional Plan update – Sandy Evans Hall (*10 minutes*)

County Contract

12. County Contract update – Sandy Evans Hall (*15 minutes*)
13. Staff development policy – Sandy Evans Hall **MOTION** (*10 minutes*)

Strategic Goals/Master Plan

14. Revised Strategic Goals from Board Retreat – Sandy Evans Hall (*15 minutes*)
15. Tourism Development Master Plan Review proposed timeline and process – Sandy Evans Hall (*15 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.

16. Board Meeting Minutes – July 11, 2012

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

17. Joint Infrastructure/Transportation Committee – July 23, 2012
18. Marketing Committee – July 24, 2012
19. Membership Advisory Committee – No meeting in July
20. Lodging Committee – July 12, 2012
21. Conference Sales Directors Committee – July 26, 2012
22. Finance Committee – June 28, 2012
23. Approve Financials for May, 2012
24. Approve Emily Detwiler for a company MasterCard Account

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

25. Conference Sales Reports
26. Infrastructure/Transportation Activity Report – June

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, 2012