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Wednesday, August 3, 2016 at **8:00 a.m.**  
**Tahoe City Public Utility District**

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

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**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

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**E. 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.

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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.

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

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3. Marketing Committee – No meeting in July

4. Business Association and Chamber Collaborative – No meeting in July

5. Lodging Committee – No meeting in July

6. Conference Sales Directors Committee – No meeting in July

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**8. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or new contracts under \$50,000) (Pg. 11-15)**

a. **MOA with Sierra Business Council for \$25,000 to assist in funding the Lake Tahoe Water Trail Educational Wayfinding Interpretive Signage Phase 2 Production Project – Ron Treabess**

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a. **Measure M – role of NLTRA in education or advocacy – Ron Treabess, Sandy Evans Hall (Pg. 16-57)**

**H. Action Items (60 minutes) 9:05 – 10:05**

- 1. MOTION: Discussion and possible approval of the 2015-2020 Strategic Goal Revisions – Sandy Evans Hall (Pg. 58-60)**
- 2. MOTION: Discussion and possible approval of the 2016-17 Work Plan – Sandy Evans Hall (Pg. 61-96)**
- 3. MOTION: Discussion of Organization Structure Next Steps and possible appointment of board members to Organization Structure committees – Sandy Evans Hall (Pg. 97-99)**
- 4. MOTION: Discussion and possible approval of detailed 2016-17 NLTRA Budget – Al Priester (Finance Committee 2-0) (Pg. 100-108)**

**Supplemental Staff Reports**

**I. Staff Reports (30 minutes) 10:05 – 10:35**

- 1. Marketing – JT Thompson (Pg. 109-113)**
  - a. Destimetrics
  - b. Introduction to Augustine Ideas
- 2. Membership - Ginger Karl (Pg. 114-115)**
  - a. New Members/Dropped Members
  - b. Accounts Receivable Update
  - c. Upcoming Events/Programs
- 3. Administration – Sandy Evans Hall, Al Priester (Pg. 116-139)**
  - a. Draft of Financial Reports for June 2016

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

- 4. Conference Sales Reports (Pg. 139-144)**
- 5. Executive Committee Report – July 26, 2016 (Pg. 146-147)**
- 6. Capital Investment/Transportation Activity Report – June (Pg. 148-150)**
- 7. Dashboard – June (Pg. 151-155)**

**J. Directors Comments (5 minutes)**

**K. Meeting Review and Staff Direction (5 minutes)**

**L. Adjournment 10:45 a.m.**

This meeting is wheelchair accessible

Posted and Emailed (7/29/16 – 4.30 pm)



## **NLTRA Board Meeting – August 3, 2016**

### **Executive Summary of Key Items**

#### **E. Strategic Discussion**

##### **1. Transportation ½ cent Sales Tax**

- Measure M will be on the ballot in November asking the voters of Placer County to pass a ½ cent Sales Tax for the purpose of enhancing transportation. In North Lake Tahoe, this means approximately \$1.6M or 3% annually to be used for Transit, Trail development and maintenance, and Roads
- Advocacy and education will be an area of discussion

#### **F. Action Items**

##### **1. Strategic Goal revisions**

- Based on discussion from the Board Strategic Planning retreat, there have been some verbiage changes to better reflect the role of the NLTRA as support, advocate, or fully responsible for execution.
- Additional language was also added to reflect the desire to strengthen the Chamber of Commerce

##### **2. 2016-17 Work Plan**

- This is a departmental work plan outlining the Objectives (Strategic Goals), Strategies and Tactics, Performance Measurements, and Resources.
- This is required in the Agreement with Placer County
- The CI/T Work Plan was approved by the committee, the Marketing Work Plan has been sent to the Marketing Committee for comment as they do not meet in July.
- A presentation will be made to the Placer Board of Supervisors in August on the approved Work Plan

##### **3. Organization Structure Next Steps**

- This outlines the committees that need to be established and the direction from the Strategic Planning Retreat
- The Board members will be asked to volunteer for any of the subcommittees that they choose, in particular the Board Governance or Contract subcommittees

##### **4. Organization Detailed Budget for 2016-17**

- Attached is the detailed budget for 2016-17
- This has been approved by the Finance Committee
- There were two changes that were made to the Membership class from the original budget that you approved in June: Membership Dues revenue was lowered from \$125K to \$117K, and Membership Salaries and Wages were lowered by the same amount.