



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, August 5, 2015 at 8:00 am
Tahoe City Public Utility District

NLTRA Mission

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

2015 Board of Directors

Wally Auerbach
(Treasurer)
Auerbach Engineering

Kali Kopley
Uncorked/Petra/Soupa

Brett Williams
Agate Bay Realty

Valli Murnane
Tahoe X-Country

Phil GilanFarr
CB's Pizza & Grill

Adam Wilson
(Secretary)
Northstar California

Brendan Madigan
(Chair)
Alpenglow Sports

Joseph Mattioli
The Ritz-Carlton

David Tirman (Vice-Chair)
JMA Ventures, LLC

Jennifer Merchant
Placer County Rep

Sue Busby
Placer County BOS Appointee
Castle Peak Property Mgmt.

Tom Lotshaw
TRPA (Ex-officio)

Quorum - 6
Majority of the NLTRA Board
Representatives

Items May Not Be Heard In the Order They Are Listed

A. Call to Order-Establish Quorum

B. 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.

C. Agenda Amendments and Approval

D. Consent Calendar-MOTION (5 minutes)

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.

1. Board Meeting Minutes – June 6, 2015 and June 24, 2015 (Pg. 1)

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

2. Capital Investment/Transportation Committee - July 27, 2015 (Pg. 8)

3. Marketing Committee – July 28, 2015 (Pg. 9)

4. Business Association and Chamber Collaborative – July 9, 2015 (Pg. 10)

5. Lodging Committee – No meeting in July

6. Conference Sales Directors Committee – No meeting in July

7. Finance Committee – July 23, 2015 (Pg. 11)

8. Financial Reports – June – End of Year (Pg. 12)

a. 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

9. Conference Sales Reports (Pg. 34)

10. Executive Committee Report – July 28, 2015 (Pg. 45)

11. Capital Investment/Transportation Activity Report – July (Pg. 47)

12. Contract Approvals (funding already approved by NLTRA Board and BOS) (Pg. 57)

12.1 NTBA/TCDA Barge Repair with Business Plan (approved by CI/T 7.27.15
Vote 8-0-1 Matijevich abstained) (Pg. 58)

12.2 Commons Beach Sand Replenishment (2014-15 compliance) (Pg. 72)

12.3 North Tahoe Shared Use Trail Planning (2014-15 compliance) (Pg. 82)

12.4 Squaw Valley Winter Trail Snow Removal Program (2014-15 compliance) (Pg. 89)

12.5 Tahoe City Field Station Wayfinding Signage (2015-16 compliance) (Pg. 101)

12.6 Lake Tahoe Water Conditions Interactive Displays (2015-16 compliance) (Pg. 109)

12.7 Kings Beach Pier Project (2014-15 compliance) (Pg. 120)

E. Action Items (1 hour)

- 1. MOTION:** Approval of revisions to the Bylaws and Operating Procedures and Policies – Sandy Evans Hall (Pg. 131)
 - a. Procurement Policy revision (Pg. 133)
 - b. Conflict of Interest Policy revision (Pg. 137)
 - c. Credit Card Policy revision (Pg. 141)
 - d. Contract Compliance Policy (Pg. 143)
 - e. Corporate Travel Policy (Pg. 145)
 - f. Document Destruction Policy revision (Pg. 149)
 - g. Memorandum of Agreement – Capital Improvements (Pg. 150)
 - h. Service Agreement – Consultant Services and Marketing (Pg. 154)
 - i. Marketing Reserve Policy revision, Marketing Reserve Cash Account recommendation (Pg. 159)
- 2. MOTION:** Approval of Second Amendment and Restatement of Agreement between County of Placer and NLTRA, with Board determination of dates in Attachment A/Scope of Work for the North Lake Tahoe Express – Sandy Evans Hall (Pg. 161)
- 3. MOTION:** Approval of 2015-16 NLTRA Budget – Marc Sabella, Wally Auerbach (Finance Committee approval 7/23/15 Vote 4-0-1, Matijevich abstained) (Pg. 221)
- 4. MOTION:** Approval of Ski Tahoe North / Marketing Reserve Reallocation – JT Thompson, Brett Williams (Marketing Committee approval 7/28/15 Vote 8-0-1, Matijevich abstained) (Pg. 232)
- 5. MOTION:** Membership Plan for Dues – Ginger Karl (Pg. 235)

F. Board Retreat – Strategic Goals (30 minutes)

- 1. Review and Discussion of Strategic Goals developed at the Retreat – Sandy Evans Hall**
 - a. Retreat Minutes (Pg. 239)
 - b. Goals for the next 5 years (Pg. 243)
 - c. Report Card for 2015-16 (Pg. 247)

G. Staff Reports (20 minutes)

- 1. Marketing – JT Thompson**
 - a. Destimetrics (Pg. 265)
 - b. Event updates: USA Cycling, Autumn Food and Wine, IronMan
 - c. Staffing Changes
- 2. Membership - Ginger Karl (5 minutes)**
 - a. Performance Metrics (Pg. 273)
 - b. New Members
 - c. Upcoming Events (Pg. 274)
- 3. Capital Improvements/Transportation – Ron Treabess**
 - a. 2015-16 Call for Projects
- 4. Administration – Sandy Evans Hall**
 - a. Contract Compliance Update (Pg. 276)
 - b. Master Plan Update (Pg. 284)
 - c. Staffing Changes

H. Directors Comments (5 minutes)

I. Meeting Review and Staff Direction (5 minutes)

J. Closed Session (if necessary) Reconvene to Open Session

K. Adjournment