



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday August 7, 2013 – 8:30 – 11 a.m.**  
**Tahoe City Public Utility District Board Room**

**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 (2 hrs. 10 minutes)**

**Organization (15 minutes)**

3. Approve Strategic Goals 2013-16 - Sandy Evans Hall MOTION (15 minutes)

**Marketing (50 minutes)**

4. Ironman Update – Andy Chapman, Dave Reid (20 minutes)
5. DestiMetrics (formerly MTRiP) – Andy Chapman (5 Minutes)
6. Marketing Branding Process Report – Andy Chapman (10 minutes)
7. Special Event Grant Funding Allocation Strategy – Judy Laverty (5 minutes)
8. Getting Away Together – Vacation Home Rental Promotion Request – Chuck Maas, Jim Morris (10 minutes)

**2013  
Board Members**

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Tahoe TV*

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

**Kali Kopley (Vice-  
Chair)**  
*Uncorked/Petra/Soupa*

**Brendan Madigan**  
*Alpenglow Sports*

**Alex Mourelatos**  
*Mourelatos Lakeshore  
Resort*

**Valli Murnane**  
**(Secretary)**  
*Tahoe XCountry*

**Ron Parson**  
**(Immediate Past  
Chair)**  
*Granlibakken*

**Bill Rock**  
**(Treasurer)**  
*Northstar*

**Joseph Mattioli**  
*The Ritz-Carlton*

**Jennifer Merchant**  
*Placer County*

**Kristi Boosman**  
*TRPA  
(Ex-officio)*

**Infrastructure/Transportation (15 minutes)**

9. Funding Request for \$20,000 to assist with traffic control for Ironman event – Ron Treabess **MOTION** (15 minutes)

**Membership (30 minutes)**

10. Chamber Cost Benefit Analysis –Sandy Evans Hall, Deanna Frumentti (30 minutes)

**Community Presentation (20 minutes)**

11. Northstar Expansion – Bill Rock (20 minutes)

**E. DIRECTORS' COMMENTS (5 minutes)**

**F. CONSENT CALENDAR – MOTIONS (5 minutes)**

All items (**in bold**) 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.

12. **Board Meeting Minutes –June 26, 2013**

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

13. **Joint Infrastructure/Transportation Committee – July 29, 2013**

14. Marketing Committee – July 30, 2013

15. **Business Association and Chamber Collaborative – July 10, 2013**

16. Lodging Committee – No Meeting in July

17. Conference Sales Directors Committee – No Meeting in July

18. Finance Committee – No Meeting in July

19. **Executive Committee Report – July 30, 2013**

20. Financial Reports (June and July financial reports will be available in August)

1. **Financial Analysis for June**

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

21. **Conference Sales Reports**

22. **Infrastructure/Transportation Activity Report – July**

**G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)**

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

**I. RECONVENE TO OPEN SESSION**

**J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, August 2, 2013*