



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday September 4, 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 hours 20 minutes)

Marketing (20 minutes)

3. Destimetrics Report – Andy Chapman (10 minutes)
4. Ironman/Autumn Food and Wine Update – Andy Chapman (10 minutes)

Infrastructure/Transportation (55 minutes)

5. Funding Request for \$26,000 to for 2013/14 Free Skier Shuttle – Ron Treabess **MOTION** (10 minutes)
6. Funding Request for \$35,000 for design and permitting of the Lake Forest Boat Ramp Rehabilitation Project - Ron Treabess **MOTION** (10 minutes)
7. Transit Vision Update – Sandy Evans Hall/Gordon Shaw (30 minutes)
8. Wayfinding Signage Update – Ron Treabess (5 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 XCcountry

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

**Bill Rock
(Treasurer)**
Northstar

Joseph Mattioli
The Ritz-Carlton

Jennifer Merchant
Placer County

Kristi Boosman
*TRPA
(Ex-officio)*

Organization (60 minutes)

9. Welcome Marc Sabella, Finance and Human Resources Director (5 minutes)
10. Approve Action Plan 2013-16 - Sandy Evans Hall **MOTION** (20 minutes)
11. Fund Balance Proposal – Sandy Evans Hall **MOTION** (20 minutes)
12. Placer CEO Discussion at Retreat Update – Task Force Formation – Sandy Evans Hall (10 minutes)
13. Election Committee Formation – Sandy Evans Hall (5 minutes)

Membership (5 minutes)

14. Membership Luncheon – October 2013 (5 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.

15. Board Meeting Minutes – June 5 and June 26, 2013

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

16. Joint Infrastructure/Transportation Committee – August 26, 2013

17. Marketing Committee – August 27, 2013

18. Business Association and Chamber Collaborative – No Meeting in August

19. Lodging Committee – No Meeting in August

20. Conference Sales Directors Committee – No Meeting in August

21. Finance Committee – July , August 29, 2013

22. Executive Committee Report – August 27, 2013

23. Financial Reports June and July

1. Credit Card and signing approval for Marc Sabella

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

24. Conference Sales Reports

25. Infrastructure/Transportation Activity Report – August

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, , 2013