



north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday September 5, 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 and Metric Comparison – Andy Chapman (10 minutes)
4. Olympic Bid Update – Andy Wirth (10 minutes)
5. What’s New for Winter – Andy Wirth, Bill Rock, Andy Chapman (15 minutes)

**Membership**

6. Membership Sales Update – Deanna Frumenti (5 minutes)
7. Membership Activities and Events – Deanna Frumenti (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

8. Project updates –
  - RFP Way Finding Signage Master Site Plan
  - Transit Summit – Ron Treabess (10 minutes) *see attached Infrastructure/Transportation Activity Report p. 23*
9. TRPA Regional Plan update – Sandy Evans Hall (5 minutes)

## County Contract

10. County Contract update – Sandy Evans Hall (15 minutes)
11. Scope of Work Revision – Sandy Evans Hall **MOTION** (5 minutes)

## Strategic Goals/Master Plan

12. Revised Strategic Goals and 2012/13 Action Plan – Sandy Evans Hall **MOTION** (25 minutes)
13. Tourism Development Master Plan Review Task Force update – Ron Parson (15 minutes)

## E. DIRECTORS' COMMENTS

### F. CONSENT CALENDAR – MOTIONS (5 min)

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.

#### 14. **Board Meeting Minutes – August 1, 2012**

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

15. Joint Infrastructure/Transportation Committee – No meeting in August
16. Marketing Committee – No meeting in August
17. **Membership Advisory Committee – August 8, 2012**
18. Lodging Committee – No meeting in August
19. Conference Sales Directors Committee – No meeting in August
20. **Finance Committee – July 31, 2012; August 22, 2012**
21. **Monthly Financial Reports for May**

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

22. **Conference Sales Reports**
23. **Infrastructure/Transportation Activity Report – July**

## 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, July 27, 2012*