



# NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, June 15, 2017 at 8:00 a.m.

Conference Call: 712-770-4010 Code: 775665#

## NLTRA Mission

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

To Call in: Dial (712) 770-4010, 775665#

## 2017 Board of Directors

**Christy Beck (Treasurer)**  
The Village at Squaw Valley  
**Finance Committee**

**Gary Davis**  
JK Architecture Engineering  
**CI/T Committee**

**Brendan Madigan**  
Alpenglow Sports

**Jennifer Merchant (Erin Casey-Alternate)**  
Placer County CEO Appointee

**Eric Pilcher**  
Moe's BBQ/Gear & Grind  
**BACC**

**Karen Plank**  
Placer County Board of Supervisors Appointee

**Aaron Rudnick**  
Truckee River Raft Co.

**David Tirman(Past Chair)**  
JMA Ventures, LLC  
**Lodging Committee**

**Samir Tuma (Vice Chair)**  
Kila Lake Tahoe

**Brett Williams (Secretary)**  
Agate Bay Realty  
**Marketing Committee**

**Adam Wilson(Chair)**  
Northstar California

**Quorum - 6**  
Majority of the NLTRA Board Representatives

**Advisory Board**  
**Tom Lotshaw**  
TRPA Non-Voting

## MINUTES

Items May Not Be Heard In the Order They Are Listed

**Present: Christy Beck, Gary Davis, Jennifer Merchant (and Erin Casey), Karen Plank, Aaron Rudnick, David Tirman, Samir Tuma, Brett Williams, Adam Wilson**  
**Staff Present: Sandy Evans Hall**

### A. 8:00 a.m. Call to Order-Establish Quorum and Closed Session

### B. Action Items

1. **MOTION: Discussion and possible approval of the 31 day Scope of Work for July 2017 and requested budget for July 2017 – Adam Wilson**
  - Sandy asked that the numbers in the contract be changed to reflect the numbers in the Attachment C. Erin agreed to make those changes.
  - Sandy asked about the change from North Lake Tahoe to Eastern Placer County in Attachment A. Erin confirmed that this doesn't pertain to the brand, only the geographic location. Erin also confirmed that this did not impact the Coop marketing and promotion of the greater North Lake Tahoe area.
  - Brett Williams made a motion to approve, seconded by David Tirman. Motion approved 8-0-1 (Merchant and Casey abstained).
2. **MOTION: Discussion and possible approval of the contract for marketing services with Andy Chapman – Adam Wilson**
  - Add maximum amount for this contract would be \$22,500 for 12 week process to Terms of Agreement, C. Compensation for Professional Services. If there is a need to extend beyond this time frame, there would be a need to conduct an RFP process if the total amount exceeds \$25,000 per the contract with Placer County. There may be an argument for sole source bidding based on the expertise and knowledge of Andy Chapman.
  - Add another paragraph under Introduction to include "services provided are consistent with the terms and conditions of the contract with Placer County."
  - Brett Williams moved to approve the contract for services with the above two provisions. Jennifer Merchant asked that there be a clarification that this amount is within the NLTRA budget. Samir Tuma seconded. Motion passed 9-0-0.

- Sandy will confirm budget will allow for expenditure of \$22,500 over the next 3 months and send that information to the board.

**C. Adjournment**

Posted and Emailed ( x )

---