



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice The North Lake Tahoe Resort Association Board of Directors Wednesday October 1, 2014 – 8:30 a.m. – 11:30 a.m. Tahoe City Public Utility District

NLTRA Mission

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

2014 Board Members

Wally Auerbach
(Chair)
Auerbach Engineering

Phil GilanFarr
CB's Pizza & Grill

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

Brendan Madigan
Alpenglow Sports

Joseph Mattioli
The Ritz-Carlton

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
(Treasurer)
Granlibakken

Bill Rock
Northstar

David Tirman
JMA Ventures, LLC

Jennifer Merchant
Placer County

Placer BOS Appointee

TRPA
(Ex-officio)

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. 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.

1. **Board Meeting Minutes –September 3, 2014**

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

2. **Capital Investment/Transportation Committee – September 22, 2014**

1. **Commons Beach Sand Replenishment - \$30,000 CI/T approved 10-3-1 (Included in 2014/15 Work Plan)**
2. **Kings Beach Public Pier Concept Planning - \$25,000 CI/T approved 12-2-0 (Not included in 2014/15 Work Plan)**

3. **Marketing Committee – September 23, 2014**

4. **Business Association and Chamber Collaborative – September 10, 2014**

5. Lodging Committee – No meeting in September

6. Conference Sales Directors Committee – No Meeting in September

7. **Finance Committee – September 25, 2014**

8. **Executive Committee Report – September 23, 2014**

9. **Financial Reports – July and August**

1. **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

10. **Conference Sales Reports**

11. **Capital Investment/Transportation Activity Report – September**

12. **CEO Report - September**

E. STRATEGIC DISCUSSION ITEMS (45 minutes)

13. Membership Business Plan **MOTION** – Sandy Evans Hall, Ginger Karl

F. ACTION ITEMS (1 hr. 35 minutes)

14. The Stage Performing Arts Center phase 2 - \$96,000 **MOTION** – Ron Treabess, Keith Vogt (15 minutes) CI/T approved 13-1-0 (included in 2014/15 Work Plan)

15. Squaw Valley Winter Trail Snow Removal - \$70,000 **MOTION** – Ron Treabess, Mike Geary (15 minutes) CI/T approved 13-0-1 (included in 2014/15 Work Plan)

16. North Tahoe Shared Use Trail Planning - \$100,000 **MOTION** – Ron Treabess, Peter Kraatz (15 minutes) CI/T approved 12-0-0 (NOT included in 2014/15 Work Plan)

17. Kings Beach Boardwalk & Gateway Planning \$150,000 **MOTION** – Ron Treabess, Peter Kraatz (15 minutes) CI/T approved 12-0-0 (NOT included in 2014/15 Work Plan)

18. Martis Valley Trail \$250,000 **MOTION** – Ron Treabess, Mike Staudenmayer (15 minutes) CI/T approved 12-0-0 (Included in 2014/15 Work Plan)

19. Fund Balance and Scope of Work Amendment **MOTION** – Sandy Evans Hall, Andy Chapman, Ron Treabess (15 minutes)

20. Measure E Endorsement **MOTION** – Sandy Evans Hall (5 minutes)

G. STAFF REPORTS (40 minutes)

21. Destimetrics Report – Andy Chapman (10 minutes)

22. IRONMAN Lake Tahoe – Andy Chapman (15 minutes)

23. Master Plan Update – Sandy Evans Hall (5 minutes)

24. Candidates and Issues Forum – Sandy Evans Hall (5 minutes)

25. BACC and Chamber Update – Ginger Karl (5 minutes)

H. DIRECTORS' COMMENTS (5 minutes)

I. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

J. CLOSED SESSION (If necessary)/RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed Sept 26, 2014