



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors  
Agenda and Meeting Notice  
Wednesday, January 10<sup>th</sup>, 2018  
Tahoe City Public Utility District, Board Room  
221 Fairway Drive, Tahoe City, 8:30 a.m.**

**NLTRA Mission**

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

**2018 Board of Directors**

**Adam Wilson(Chair)**  
Northstar  
California

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

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

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

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

**Gary Davis**  
JK Architecture  
Engineering

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

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

Items May Not Be Heard In the Order They Are Listed

**A. 8:30 a.m. Call to Order-Establish Quorum**

**B. 8:35 a.m. Public Forum:** Any person wishing to address the Board of Directors on items of interest to the Board 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.

**C. Agenda Amendments and Approval-MOTION**

**D. Consent Calendar-MOTION (15 minutes) 8:35-8:50**

All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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 –**

- a. **December 6, 2017 (Page 1) [Link to online document](#)**

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

**2. Committee Minutes**

- a. **BACC December 2017 [Link to online document](#)**
- b. **Marketing December, 2017 Will be posted online when available.**
- c. **Finance December, 2017 Will be posted online when approved.**

**3. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**

None at this time

**4. 2018 Appointments for Marketing Committee (Page 7)**

- a. **Daniel Dorr**
- b. **Nicole Reitler**
- c. **Melissa Panico**

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

**Aaron  
Rudnick**  
Truckee River  
Raft Co.

**Quorum - 5**  
Majority of the  
NLTRA Board  
Representatives

**Advisory  
Board:**

**Tom Lotshaw**  
TRPA Non-Voting

**5. Finance Committee items (Page 13)**

- a. **Final Financial Statements July – November '17 Conforming to June 30, 2017 Audit, Including Budget vs. Actual Reports (Page 15)**
- b. **Annual Budget by Dept. by Month for FY 17-18 (Page 66)**
- c. **Placer County Fund Balance Reconciliation for FY 16-17 (Page 80)**

**E. Action Items (70 Minutes ) 8:50-10:00**

1. **MOTION: Presentation of Bylaw Revisions and Acceptance of Member Comments (PowerPoint Presentation)**
2. **MOTION: Acceptance of Member Ballots and Announcement of Available Seats for Election (Additional Handout Provided at Meeting) (Page 81)**
3. **MOTION: Revisions to the Capital Projects Advisory Committee (CAP) (Page 83)**
4. **MOTION: Proposed Scope of Work (Attachment A) for February 1 – June 30, 2018 (Page 85 )**
5. **MOTION: Appointment of Election Committee (Page 107)**

**F. Informational Updates/Verbal Reports (20 minutes )10:00-10:20**

1. **Review of Tourism Development Plan Process and Schedule (Page 108)**
2. **IMG/Escape Triathlon Introduction and Overview (Page 111)**
3. **Staff Reports**

**G. Special Report (15 minutes ) 10:20-10:35**

1. **Renee Kojane, Siren Arts – Arts & Culture at the Firehouse**

**H. Reports/Back up Documents**

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

1. **Destimetrics Report (Page 112)**
2. **Membership Staff Report and Accounts Receivable Report, December 2017 (Page 113)**
3. **Conference Revenue Statistics Report (Page 118)**
4. **Monthly Summary of Transportation Meeting Outcomes – Will post online when available**
5. **Finance Committee Supplemental Reports, November 2017 (Page 124)**

**I. Directors Comments (10 minutes) 10:35-10:45**

**J. Meeting Review and Staff Direction (5 minutes) 10:45-10:50**

**K. Adjournment to Closed Session immediately following**

**L. Closed session: CEO Goals**

This meeting is wheelchair accessible

Posted and Emailed ( x )