

**NLTRA Mission**

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

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**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

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**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,  
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain  
Resort | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection  
Advisory Committee: **Erin Casey**, Placer County Executive Office

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**AGENDA**

**NUMBER TO CALL IN: 1-712-770-4010, enter code 775665#**

If unable to attend, join the conference call from your computer,  
tablet or smartphone: (712) 770-4010, enter code 775665#  
and Log on: <https://global.gotomeeting.com/install/447442925>

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- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. 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.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar – 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.
- Page: 1** A. NLTRA Board Meeting Minutes from Dec 4, 2019 [Link to preliminary online document](#)  
**Page: 5** B. Approval of NLTRA Financial Statements of Nov 30, 2019  
**Page: 24** C. Approval of Interim CEO Expense Report for Nov 2019  
**Page: 39** D. Approval of The Abbi Agency service agreement for event PR in FY 2019/10

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

- Finance Committee Meeting Dec 30, 2019
- Tourism Development Committee Nov 19, 2019
- In-Market Tourism Development Committee Nov 19, 2019

#### 5. Action Items

- 8:50 a.m. Page: 51** A. Review and Approval of 2020 Spartan North American Championship Sponsorship Contract
- 9:00 a.m. Page: 68** B. Approval of additional Tourism Development Committee Members
- 9:05 a.m. Page: 69** C. Approval of Finance Committee Members for 2020
- 9:10 a.m. Page: 70** D. Selection and Approval of Election Committee Members
- 9:25 a.m.** E. Review and Approval of the North Lake Tahoe TBID Management District Plan & Agreement with the County of Placer

#### 6. Informational Updates/Verbal Reports

- 9:40 a.m.** A. TRPA Regional Transportation Plan Update – Michelle Glickert, TRPA
- 10:10 a.m.** B. Tahoe Transportation District/One Tahoe – Dereck Morse, consultant to TTD & Danielle Hughes, TTD  
One Tahoe is a study initiated by Tahoe Transportation District to identify ways to fill the gap in funding needed for transportation solutions in the Lake Tahoe region.
- 10:40a.m. Page: 71** C. Review of CAP Committee projects approved for recommendation to the Placer County Board of Supervisors
- 10:50 a.m.** 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- Page: 73** A. Destimetrics Report Nov 30, 2019
- Page: 74** B. Conference Revenue Statistics Report Nov 2019
- Page: 77** C. Tourism Development Report on Activities, Nov 2019
- Page: 80** D. Visitor Information Center Visitor Report, Nov 2019
- Page: 81** E. Chamber of Commerce Report, Nov 2019
- Page: 83** E. North Lake Tahoe Marketing Coop Financial Statements Nov 2019
- Page: 88** F. Membership Accounts Receivable Report Nov 2019
- Page: 89** G. Financial Key Metrics Report Nov 2019

**10:50 a.m.** 8. CEO and Staff Updates

**10:55 a.m.** 9. Directors Comments

**11:00 a.m.** 10. Meeting Review and Staff Direction

11. Adjournment

12. Closed Session

*This meeting is wheelchair accessible*

*Posted online at nltra.org*