

**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

**Aaron Rudnick**, Sierra Tahoe Recreation | **Greg Gooding**, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe  
**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Jon Slaughter**,  
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/join/770931293>

First GoToMeeting? Do a quick system check:  
<https://link.gotomeeting.com/system-check>

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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
- 8:50 a.m.** 4. Introduction of Jeffrey Hentz, CEO for NLTRA
- 9:00 a.m.** 5. 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 Jan 8, 2020 [Link to preliminary online document](#)  
**Page: 4** B. Approval of NLTRA Financial Statements of Dec 31, 2019  
**Page: 22** C. Approval of Interim CEO Expense Report for Dec 2019  
**Page: 33** D. 2019/20 Event Scope of Work Agreement with The Abbi Agency

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 Jan 29, 2020
- Tourism Development Committee Jan 28, 2020
- In-Market Tourism Development Committee Nov 19, 2019

#### 6. Action Items

- 9:05 a.m. Page: 37** A. Tourism Business Improvement District (TBID) Management District Plan Update, Review and Approval of the Plan and authorization for staff to commence the petition drive.
- 9:40 a.m.** B. Discussion of CAP Committee grant projects presentation to the County Board of Supervisors (possible action)
- 10:20 a.m. Page: 73** C. Approval of proposed adjustment to County of Placer/NLTRA agreement budget 2020
- 10:30 a.m. Page: 74** D. Resolution to appoint signers for NLTRA bank accounts
- 10:35 a.m. Page: 75** E. Approval of Marketing, Advertising, Communications, Social Media and Website Services Selection/RFP Committee members

#### 7. Informational Updates/Verbal Reports

- 10:40 a.m.** A. Board Member Election Update
- 10:45 a.m.** 8. 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: 76** A. Destimetrics Report Dec 31, 2019
- Page: 77** B. Conference Revenue Statistics Report Dec 2019
- Page: 80** C. Tourism Development Report on Activities, Dec 2019
- Page: 84** D. Visitor Information Center Visitor Report, Dec 2019
- Page: 85** E. Chamber of Commerce Report, Dec 2019
- Page: 87** E. North Lake Tahoe Marketing Coop Financial Statements Dec 2019
- Page: 92** F. Membership Accounts Receivable Report Dec 2019
- Page: 93** G. Financial Key Metrics Report Dec 2019

**10:50 a.m.** 9. CEO and Staff Updates

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

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

12. Adjournment

13. Closed Session

*This meeting is wheelchair accessible*

*Posted online at nltra.org*