

NLTRA Mission

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

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

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/655830749>

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
- 8:45 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 Feb 5, 2020 [Link to preliminary online document](#)
Page: 5 B. NLTRA Special Board Meeting Minutes from January 14, 2020
Page: 6 C. NLTRA Special Board Meeting Minutes from February 12, 2020
Page: 7 D. NLTRA Special Board Meeting Minutes from February 14, 2020
Page: 8 E. Approval of NLTRA Financial Statements of Jan 31, 2020
Page: 26 F. Approval of CEO Expense Report for Jan 2020
Page: 36 G. Approval of Interim CEO Expense Report for Jan 2020
Page: 49 H. Approval of Crux contract for MTS 2020

- Page: 59** I. Approval of Mountain Travel Symposium 2020 Transportation
- Page: 60** J. Approval of 2020 Lake Tahoe Dance Festival Sponsorship
- Page: 64** K. Approval of 2020 Halloweekends Sponsorship
- Page: 69** L. Approval of 2020 Independence Day Firework Sponsorships for TCDA and NTBA
- Page: 78** M. Approval of 2020 North American Continental Enduro Series Sponsorship
- Page:** N. Approval of 2020 Big Blue Adventure Race Series Sponsorship

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Feb26 2020
- Tourism Development Committee Feb 25, 2020
- In-Market Tourism Development Committee Nov 19, 2019

8:55 a.m.

- 6. Action Items
 - A. Board Election

9:10 a.m.

- 7. Informational Updates/Verbal Reports
 - A. TBID Update
 - B. BAE Urban Economics Presentation – Jennifer Merchant/Placer County
 - C. Review of NLTRA 6-month report – Amber/Sarah/Liz
 - D. CAP Committee Update – Erin Casey
 - E. Fire Protection District Letter and Response

Page: 82

Page: 97

Page: 125

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: 129

Page: 130

Page: 134

Page: 142

Page: 151

Page: 156

Page: 157

Page: 159

Page: 164

Page: 165

- A. Destimetrics Report Jan 31, 2020
- B. Conference Revenue Statistics Report Jan 2020
- C. Reno Tahoe Airport – Passanger and Cargo Statistics Report Jan 2020
- D. Reno Tahoe Airport – Flight Schedule March 2020
- E. Tourism Development Report on Activities, Jan 2020
- F. Visitor Information Center Visitor Report, Jan 2020
- G. Chamber of Commerce Report, Jan 2020
- H. North Lake Tahoe Marketing Coop Financial Statements Jan 2020
- I. Membership Accounts Receivable Report Jan 2020
- J. Financial Key Metrics Report Jan 2020

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

