



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

January 4, 2012 – 8:30 am – 11 a.m.

Tahoe City Public Utility District

2012 Board Members

Wally Auerbach
Auerbach
Engineering

Roger Beck
Resort at Squaw
Creek

Phil GilanFarr
CB's Pizza

Allen Highfield
Ritz-Carlton

Kali Kopley
Uncorked/Petra

Alex Mourelatos
Mourelatos
Lakeshore Resort

Valli Murnane
Tahoe XCountry

Ron Parson
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley

**Jennifer
Merchant**
Placer County

Julie Regan
TRPA
(Ex-officio)

NLTRA Mission

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

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair / Vice-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. REPORTS & ACTION ITEMS

3. Welcome new Board Members: Alex Mourelatos, Andy Wirth, Ron Parson, Valli Murnane, Bill Rock!
4. Executive Committee Nominations and Election – 2011 Chair/Vice Chair **Motion** (10 minutes)
5. Olympic Bid Request – Andy Chapman, Andy Wirth **Motion** (20 minutes)
6. Autumn Food & Wine Update – Andy Chapman, Judy Laverty-Capach (20 minutes)
7. Committee Assignments (Marketing, Lodging, Infrastructure/Transportation, Finance, Membership Advisory) – Sandy Evans Hall **Motion** (10 minutes)

8. Golf Course Funding Update – Phil GilanFarr (30 minutes)
9. TOT Renewal Campaign – Volunteer needs and timeline – Ron Treabess/Sandy Evans Hall (15 minutes)

E. CONSENT CALENDAR – MOTIONS (5 min)

All items 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.

10. Board Meeting Minutes – December 7, 2011
11. Financial Statements – NO FINANCIAL STATEMENTS THIS MONTH
12. Approval to add Greg Howey to the company credit card list

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

13. Joint Infrastructure/Transportation Committee – NO MEETING IN DECEMBER
14. Marketing Committee – NO MEETING IN DECEMBER
15. Membership Advisory Committee – NO MEETING IN DECEMBER
16. Group Sales Director Sub Committee – NO MEETING IN DECEMBER
17. Lodging Committee – NO MEETING IN DECEMBER
18. Finance Committee – December 5, 2011

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

19. Conference Sales Reports
20. Infrastructure/Transportation Activity Report – December
21. Membership Business Plan Progress Report – December

F. MEMBERSHIP REPORTS (5 min)

22. Membership Activities and Events – Kym Fabel

G. DIRECTORS' COMMENTS –

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

23. Lease for Association offices/Visitor Center – Sandy Evans Hall, Lisa de Roulet (30 minutes)

J. RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed , 2011