



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, January 5, 2011 – 8:30 am
Tahoe City Public Utility District

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

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

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 – Review of NLTRA Documents
4. Election of 2011 Board Officers for NLTRA/NLTCC
5. Board Members to Finalize and Submit Committee Assignment Requests for 2011
6. Discussion and Possible Action to Approve Board and Lay Member Committee Assignments
7. Presentation, Discussion and Request for Direction/Approval – Six Month Strategic Planning and FY-2011/12 Budget Development Process
8. Executive Director Search Process Update
9. Interim Executive Director Report

10. Marketing Report
 - Conference Revenue Statistics – December 2010
11. 2011 Meeting Calendar
12. Board/Staff Follow-up on Previous Action Items

E. CONSENT CALENDAR – MOTIONS (5 minutes)

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. All committee meeting minutes are provided for informational purposes only.

13. Board Meeting Minutes – December 14, 2010
14. Finance Committee Minutes – December 7, 2010
15. Financial Statements – November 2010
16. Revenue and Program Expense Trend Analysis Fiscal Years 2006 – 10
17. Marketing Committee Minutes – December 9, 2010
18. Conference/Marketing Activity Report – December 2010
19. Chamber of Commerce Advisory Committee Minutes – December 16, 2010
20. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
21. Infrastructure/Transportation Activity Report – December 2010

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND
CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE**

F. CHAMBER OF COMMERCE REPORTS

22. Community Awards Update
23. Chamber Manager Report

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE
AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT
ASSOCIATION**

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

24. Personnel Matters
25. Status Report

J. RECONVENE TO OPEN SESSION

26. Closed session report

K. ADJOURNMENT