



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, February 2, 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, Do 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. Status Report—Overall Class 1 Bike Trail System throughout the North Lake Tahoe Resort Triangle
4. Presentation, Discussion, and Possible Action to Recommend Infrastructure Funding Request of up to \$265,000 to Complete the Truckee River Corridor Access Plan Program Environmental Impact Report
5. Presentation, Discussion, and Possible Action to Recommend an Infrastructure Funding Request of up to \$144,500 to Complete Preparation of Environmental Documents and Compliance Tasks as Required by Caltrans for the Class 1 Bicycle Trail Connection through Homewood
6. Presentation, Discussion, and Possible Action to Recommend an Additional Infrastructure Funding Request of up to \$20,000 to Complete Wayfinding Signage Standards Manual Project Including Placer County Required Environmental Questionnaire and Zoning Text Amendment

7. Update, Discussion, and Possible Recommendation for Revised Approach to Conduct an Operations Performance Review of the North Lake Tahoe Express Airport Shuttle Program
8. Review and Possible Update of Infrastructure and Transportation Development Integrated Work Plan Purpose, Criteria, and Highest Priorities for which to Consider Infrastructure, Transportation, and Strategic Planning Projects for Inclusion
9. Presentation of Placer County Legislative Platform and Possible Approval that All NLTRA Legislative Expenditures and Activities will be Those Consistent with Placer County Policies
10. Executive Director Search Process Update
11. Interim Executive Director Report
12. Marketing Report
 - Conference Revenue Statistics – January 2011
 - Amgen Tour of California
 - Status - Placer County Welcome Center M.O.U.
 - Status - Marketing Co-op Support of NLT Wedding Industry
 - Status – Placer County Release of Remaining Prior Year Fund Balance
13. 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.

14. Board Meeting Minutes – January 5, 2011
15. Finance Committee Minutes – January 4, 2011
16. Financial Statements – December 2010
17. Joint Committee Minutes – January 24, 2011
18. Marketing Committee Minutes – January 25, 2011
19. Conference/Marketing Activity Report – January 2011
20. Infrastructure/Transportation Activity Report – January 2011
21. Revised Strategic Planning and Budget Development Process Schedule

**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. Lake Tahoe Basin Prosperity Plan
23. Community Awards Dinner
24. Chamber Advisory Committee Report – January 27, 2011
25. Chamber Activities and Events

G. CHAMBER OF COMMERCE CONSENT CALENDAR – MOTIONS

26. Chamber of Commerce Committee Minutes – January 27, 2011
27. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
28. Village at Northstar Grant Request - \$10,000
29. West Shore Association Grant Request - \$10,000

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

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION

30. Personnel Matters
 - Executive Director

K. RECONVENE TO OPEN SESSION

31. Closed session report

L. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, January 28, 2011