



# north lake tahoe

Chamber | CVB | Resort Association

## Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS February 1, 2012 – 8:30 am – 11 a.m. 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*

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

#### A. CALL TO ORDER - ESTABLISH QUORUM – 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 ITEM

##### Visitor Information

3. Visitor Information Update: Official Visitor Guide, Visitor Centers, Ski Area Updates, Lodging Liaison Report – Emily Detwiler (*15 minutes*)

##### Marketing

4. Conference Equity – Ron Parson **Motion** (*5 minutes*)
5. Autumn Food & Wine Update – Andy Chapman, Judy Laverty-Capach (*15 minutes*)
6. MTRiP Report for remainder of Ski Season – Andy Chapman (*5 minutes*)
7. Update on efforts related to Snow Conditions – Andy Chapman (*5 minutes*)

### 2012 Board Members

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Tahoe TV*

**Phil GilanFarr**  
**(Vice-Chair)**  
*CB's Pizza*

**Allen Highfield**  
**(Treasurer)**  
*Ritz-Carlton*

**Kali Kopley**  
**(Secretary)**  
*Uncorked/Petra*

**Alex Mourelatos**  
*Mourelatos Lakeshore  
Resort*

**Valli Murnane**  
*Tahoe XCountry*

**Ron Parson (Chair)**  
*Granlibakken*

**Bill Rock**  
*Northstar*

**Andy Wirth**  
*Squaw Valley*

**Ron McIntyre**  
*RMC Consulting  
(Ex-Officio)*

**Jennifer Merchant**  
*Placer County*

**Julie Regan**  
*TRPA  
(Ex-officio)*

8. Presentation on North Lake Tahoe Advertising Tracking Report – Andy Chapman (15 minutes)

### **Transportation/Infrastructure**

9. Golf Course Funding Request for up to \$2,000,000 – Phil GilanFarr/Ron Treabess **Motion** (20 minutes)
10. Funding Request for Black Bear Exhibit – Ron Treabess **Motion** (10 minutes)
11. Expenditure of Research and Planning funds to participate in development of a coordinated ski shuttle program – Ron Treabess **Motion** (10 minutes)
12. TOT Renewal – Ron Treabess/Sandy Evans Hall (10 minutes)
13. Transportation Vision and recommended action – Wally Auerbach/Ron Treabess (20 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.

14. Board Meeting Minutes – January 4, 2012
15. Financial Statements – Approval of November Financials

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

16. Joint Infrastructure/Transportation Committee – January 23, 2012
17. Marketing Committee – January 24, 2012
18. Membership Advisory Committee – January 11, 2012
19. Group Sales Director Sub Committee – January
20. Lodging Committee – NO MEETING IN JANUARY
21. Finance Committee – January 18, 2012

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

22. Conference Sales Reports
23. Infrastructure/Transportation Activity Report – January
24. Membership Business Plan Progress Report – January

### **F. MEMBERSHIP REPORTS (5 min)**

25. Membership Activities and Events – Community Awards Dinner, February 16 at the Ritz-Carlton - Kym Fabel

### **G. DIRECTORS' COMMENTS –**

### **H. MEETING REVIEW AND STAFF DIRECTION**

**I. CLOSED SESSION (If necessary)**

- 26. Lease for Association offices/Visitor Center – Sandy Evans Hall, Lisa de Roulet (*15 minutes*)
- 27. Golf Course Property Negotiations – Sandy Evans Hall (*15 minutes*)

**J. RECONVENE TO OPEN SESSION**

**K. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed , 2011*