



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, April 1, 2015 at 8:30 am
Tahoe City Public Utilities Board Room

NLTRA Mission

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

2015 Board of Directors

Wally Auerbach (Treasurer)

Auerbach Engineering

Kali Kopley

Uncorked/Petra/Soupa

Brett Williams

Agate Bay Realty

Valli Murnane

Tahoe X-Country

Phil GilanFarr

CB's Pizza & Grill

Adam Wilson

(Secretary)

Northstar California

Brendan Madigan

(Chair)

Alpenglow Sports

Joseph Mattioli

The Ritz-Carlton

David Tirman (Vice-

Chair)

JMA Ventures, LLC

Jennifer Merchant

Placer County Rep

Sue Busby

Placer County BOS Appointee

Castle Peak Property Mgmt.

Tom Lotshaw

TRPA (Ex-officio)

Quorum - 6

Majority of the NLTRA Board

Representatives

Items May Not Be Heard In the Order They Are Listed

- A. Call to Order-Establish Quorum
- B. 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.

- C. Agenda Amendments and Approval

- D. Consent Calendar-**MOTION** (5 minutes)

All items (**in Bold**) 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.

1. Board Meeting Minutes –March 4, 2015

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

2. Capital Investment/Transportation Committee- March 23, 2015

3. Marketing Committee – March 24, 2015

4. Business Association and Chamber Collaborative – March 12, 2015

5. Lodging Committee – No meeting in March

6. Conference Sales Directors Committee – No Meeting in March

7. Finance Committee – March 17, 2015

8. Financial Reports – January, February

8.1. Dashboard and project reports

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

9. Conference Sales Reports

10. Executive Committee Report – March 17, 2015

11. Capital Investment/Transportation Activity Report – March

12. CEO Report – March

- E. Strategic Discussion Items (1 hour) –

**Air Service expansion programs for RTIA, RASC funding and future plans –
Quentin Koch, Marily Mora, JT Thompson**

- F. Action Items (20 minutes)
 - 1. **MOTION:** Approval of Recommendation of Water Shuttle Funding – Ron Treabess
 - a. **Water Shuttle Revised Plan (CI/T Committee voted 7-1 in favor of funding at \$149,000 for one year, minority concerns were amount of subsidy too high, infrastructure immature for water shuttle, more marketing dollars should be used.)**
 - 2. **MOTION:** Capital Investment Maintenance Request for 4th of July Barge Repair – Ron Treabess
 - a. **Barge Repair (CI/T Committee voted 10-0 in favor of providing \$22,000 for barge repair, also requested an operations plan for the future.)**
- G. Staff Reports (35 minutes)
 - 1. Membership – Ginger Karl (5 minutes)
 - a. Performance Metrics
 - b. New Members
 - c. Touch the Lake Campaign Update
 - d. Upcoming Events
 - 2. Marketing – JT Thompson (15 minutes)
 - a. Destimetrics
 - 3. CEO – Sandy Evans Hall (15 minutes)
 - a. Master Plan Update
- H. Director’s Comments (5 minutes)
- I. Meeting Review and Staff Direction (5 minutes)
- J. Closed Session (if necessary)/Reconvene to Open Session:
- K. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (Date)