

NLTRA Mission

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

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge
Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty
Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
 Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
 Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
 Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

AGENDA

NUMBER TO CALL IN: 1-712-770-4010, enter code 775665#

If unable to attend, join the conference call from your computer, tablet or smartphone: (712) 770-4010, enter code 775665# and Log on: <https://global.gotomeeting.com/join/327354141>

First GoToMeeting? Do a quick system check:
<https://link.gotomeeting.com/system-check>

Estimated Time

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. Informational Update: Squaw Valley/Alpine Meadows Mountaineer Transit Service
- 8:45 a.m.** 3. 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.
- 8:50 a.m.** 4. Agenda Amendments and Approval
- 8:55 a.m.** 5. Consent Calendar-All items 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.
 - A. NLTRA Board Meeting Minutes
 - NLTRA Board Meeting January 9th 2018 [Link to preliminary online document](#)
 - B. Approval of NLTRA Financial Statements of December, 2018
 - C. Approval of CEO Expense Report
 - D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting December 20, 2018 [Link to online document](#)
 - Tourism Development Committee – No Meeting in December

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- In – Market Tourism Development Committee January 29, 2019-Minutes will be posted when they become available
- Business Association and Chamber Collaborative – No Meeting in December or January

- Page 34* E. Approval of \$15,000 sponsorship for the 2019 Lake Tahoe Dance Festival from 18.19 FY Event Opportunistic Funds
- Page 46* F. Approval of \$10,000 sponsorship to Northstar California for the 2019 Kid’s Adventure Games from the 18.19 FY Event Opportunistic Funds
- Page 50* G. Approval of \$10,000 sponsorship to Squaw Valley | Alpine Meadows for the 2019 NASTAR National Championships from the 18.19 FY Event Opportunistic Funds
- 9:00 a.m.** 6. Action Items
- Page 62* A. Board consideration of the Mountain Housing Council State and Federal Housing Policy Platform.
- Page 73* B. Board consideration of Draft Policy Statement on Short-Term Rentals.
- Page 75* C. Board consideration of Appointments to the Tourism Development Committee.
- Page 86* D. Board consideration of Civitas Proposal for TBID Formation.
- 10:00 a.m.** 7. Informational Updates/Verbal Reports
- A. Presentation by Carl Ribaldo, Regional Air Service Corporation.
- 10:40 a.m.** 8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- Page 103* A. Destimetrics Report January 31, 2019
- Page 104* B. Conference Revenue Statistics Report January, 2019
- Page 110* C. Tourism Development Report on Activities, December, 2018
- Page 114* D. Chamber of Commerce Board Report January, 2019
- Page 119* E. Visitor Information Center Visitor Report January, 2019
- Page 120* F. North Lake Tahoe Marketing Coop Financial Statements December, 2018
- Page 124* G. Membership Accounts Receivable Report, January 31, 2019
- Page 125* H. Financial Key Metrics Report
- 10:45 a.m.** 9. CEO and Staff Updates
- 10:55 a.m.** 10. Directors Comments
- 11:00 a.m.** 11. Meeting Review and Staff Direction
- 11:00-11:30 a.m.** 12. Closed Session (as may be necessary)
13. Adjournment.