

**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

**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/357370877>

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. 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.
- 8:40 a.m. 3. Agenda Amendments and Approval
- 8:45 a.m. 4. 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 February 6, 2019 [Link to preliminary online document](#)
  - B. Approval of NLTRA Financial Statements of January, 2019
  - 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](http://www.nltra.org)
    - Finance Committee Meeting January, 2019 [Link to online document](#)
    - Tourism Development Committee – January, 2019 [Link to online document](#)
    - In – Market Tourism Development Committee January 29, 2019 [Link to online document](#)
    - Business Association and Chamber Collaborative – February, 2019 [Link to online document](#)

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- 8:50 a.m.**      **5. Action Items**
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- Page 59*
- Page 72*
- Page 75*
- A. Approval of Phase II Agreement with Civitas: Formation of the North Lake Tahoe Tourism and Business Improvement District
  - B. Augustine Agency Contract Extension: Approve 1 year extension for Augustine Agency to continue to provide advertising and creative services for North Lake Tahoe.
  - C. SMARI Research Proposal: Approve Ad Effectiveness and ROI Study Agreement from SMARI
  - D. 18.19 Opportunistic Event Sponsorship Funds Allocation: Enduro World Series Race at Northstar: Approval to sponsor the 7<sup>th</sup> leg of the Enduro World Series (EWS) International Mountain Bike Competition taking place at Northstar California August 23-25, 2019 with an \$80,000 sponsorship pending agreement on additional sponsor benefits
- 9:30 a.m.**      **6. Informational Updates/Verbal Reports**
- Page 82*
- Page 84*
- Page 85*
- A. Regional Air Service Corporation (RASC) Strategic Review Update – Carl Ribaud, Managing Director of RASC (20 mins)
  - B. Spring Creative Presentation: Review and direction on spring creative directed to the drive markets – Daphne Lange, NLTRA Tourism Director
  - C. North Lake Tahoe PR Summit Recap – Daphne Lange
- 10:30 a.m.**      **7. 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 116*
- Page 117*
- Page 121*
- Page 126*
- Page 133*
- Page 134*
- Page 138*
- Page 139*
- Page 144*
- A. Destimetrics Report February, 2019
  - B. Conference Revenue Statistics Report February, 2019
  - C. Tourism Development Report on Activities, January, 2019
  - D. Chamber of Commerce Board Report February, 2019
  - E. Visitor Information Center Visitor Report February, 2019
  - F. North Lake Tahoe Marketing Coop Financial Statements January, 2019
  - G. Membership Accounts Receivable Report, February, 2019
  - H. Financial Key Metrics Report
  - I. Board Correspondence
- 10:35 a.m.**      **8. CEO and Staff Updates**
- 10:40 a.m.**      **9. Directors Comments**
- 10:45 a.m.**      **10. Meeting Review and Staff Direction**
- 11:00 a.m.**      **11. Closed Session**
- A. Personnel Discussion (30 mins)
- 12. Adjournment.**