

NLTRA Mission

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

Committee Members: **Chair:** Brett Williams, Agate Bay Realty | **Vice Chair:** Christine Horvath, Squaw Alpine
Eric Brandt, Destination Media Solutions | Terra Calegari, Resort at Squaw Creek
Daniel Dorr, Vail Resort | Todd Jackson, Big Blue Adventure | Judith Kline, Tahoe Luxury Properties
Becky Moore, Squaw Valley Lodge | Melissa Panico, Oliver Real Estate | Nicole Reitter, Tahoe Mountain Resort Lodging
Advisory Committee: Erin Casey, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

1. Call to Order – Establish Quorum
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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from May 22, 2018** **Page 1**
5. VisitingLakeTahoe.com presentation – Kelly Houston & Wendy Hummer
6. Draft FY 18/19 Marketing Coop Budget Review and Discussion - Daphne
7. Update on summer consumer programs - Daphne
8. 2018/19 Marketing Coop Media Plan Flow Chart Review and Discussion – Daphne
4. September Tourism Development Meeting date discussion - Daphne
9. **Action Items:**
 1. **Review and approval of The Abbi Agency 2018.19 special event specific contract – Amber**
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10. Discussion of 2019 Spartan World Championships – Amber **Page 27**
11. Review of BACC Summer Campaigns – Summerlong Music and Peak Your Adventure – Amber
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12. Departmental Verbal Reports

- Conference Sales – J. Neary
- Leisure Sales – S. Winters
- Events & Communications – A. Burke
- Website Content – S. Fallon
- Public Relations – The Abbi Agency
- Advertising – Augustine Agency

13. Standing Reports

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

14. Committee Member Comments

15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
