

### **NLTRA Mission**

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

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**Committee Members:**      **Chair: Caroline Ross**, Squaw Valley Business Association  
   **Stephen Lamb**, PlumpJack Inn | **Kyle Bigelow**, Tahoe City Downtown Association  
   **Joy Doyle**, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association  
**Mike Young**, Incline Community Business Association | **Misty Moga**, Incline Community Business Association  
   **Kay Williams**, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association  
North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank/Lynn Gibson**  
Placer County Representative:  
**Chair: Brett Williams**, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine  
   **Terra Calegari**, Resort at Squaw Creek | **Kimberley Kilburn**, Vail Resorts  
   **Judith Kline**, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge  
   **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging  
   **Amber Kennedy**, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore  
   **Wendy Hummer**, EXL Media  
Advisory Board Member: **Erin Casey**, Placer County

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### **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 In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
4. **Approval of In-Market Tourism Development meeting minutes from Mar 26, 2019** **Page 1**
5. NLTRA & The Abbi Agency Staffing Update
6. **Action/Motion Items: (BACC Budget – Page 2)**
  1. Business Association Grant Request – Squaw Valley Business Association **Page 8**
  2. Business Association Grant Request – Northstar California
  3. Business Association Grant Request – West Shore Business Association **Page 20**
  4. Shopping Video Launch Campaign – Amber Burke
- Other Items:**
  7. Update on 2019 Summer Campaigns (Music & Mountain) – Amber Burke **Page 25**

**8. Discussion on In-Kind Marketing Support for 19.20 Partnership Funding Program – Amber Burke –  
Page 26**

**9. Meeting Schedule Review – Amber Burke**

**10. Committee Member Reports/Updates from Community Partners (1-2 mins each)**

**11. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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