

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
Amber Kennedy, Tahoe Getaways | **Becky Moore**, Squaw Valley Lodge | **Judith Kline**, Tahoe Luxury Properties
Kimberley Kilburn, Vail Resorts | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
Terra Calegari, Resort at Squaw Creek | **Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media
NLTRA Board Member: **Brett Williams** and/or **Lynn Gibson**, Keoki Gallery
Advisory Board Member: **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 March 26, 2019** **Page 1**
5. **Action Items:**
 1. Elect Tourism Development Committee Chair for 2019 Term – Amber Burke **Page 3**
 2. Emerging Market Base Study through SMARI – Amber Burke **Page 4**
6. International Sales Update – Sarah Winters **Page 5**
7. Update on Summer/Fall PR Summit – Sarah Winters/Amber Burke
8. Discussion of Event Booth Space Trade for Wanderlust – Amber Burke **Page 7**
9. Departmental Verbal Reports
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency

10. Standing Reports

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

11. Committee Member Comments

12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
