

NLTRA Mission

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

Committee Members: **Chair: Becky Moore**, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
Amber Kennedy, Tahoe Getaways | **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 May 28, 2019** **Page 1**
5. TBID Update – Rob Kautz
6. Discussion on possible future Spartan sponsorships – A. Burke, Squaw Valley Representatives **Page 2**
7. Update on RASC marketing campaign launch in Houston – A. Burke **Page 17**
8. Sales Update – Sarah Winters **Page 41**
9. Departmental Verbal Reports
 - Conference & Leisure Sales
 - Marketing & Events
 - Public Relations & Communications
 - Advertising (posted online)
 - Website Content (posted online)
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
