



north lake tahoe

Chamber | CVB | Resort Association

**TOURISM DEVELOPMENT MEETING**

Date: Tuesday, August 27, 2019

Time: 2-4:15pm

Location: Tahoe City PUD

221 Fairview Dr., Tahoe City, 96145

**NLTRA Mission**

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

[Cite your source here.]

**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**  
    Advisory Board Member: **Erin Casey**, Placer County

**AGENDA**

TO CALL IN: (712)770-4010    Access code: 775665

Estimated Time

- 2:00 p.m.      1.      Call to Order – Establish Quorum
- 2:05 p.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.
- 2:10 p.m.      3.      **Agenda Amendments and Approval**
- 2:15 p.m.      4.      **Approval of Tourism Development Meeting Minutes from June 25, 2019**    **Page 1**
- 2:20 p.m.      5.      TBID Update - Bonnie
- 2:45 p.m.      6.      Year End Update & Looking Forward & Scope of Work    **Page 2**
  - a.      Sales - Sarah
  - b.      Marketing - Amber
  - c.      Public Relations - Liz
- 3:15 p.m.      7.      Review of Year-End-Financial & Scope of Work - Bonnie
- 3:35 p.m.      8.      Event Discussion - Spartan - Amber    **Page 40**

- 4:05 p.m. 10. Departmental Reports
- Conference Sales & Leisure Sales - Sarah
  - Public Relations – The Abbi Agency
  - Advertising – Augustine Agency
11. Standing Reports (online)
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 4:10 p.m. 12. Committee Member Comments
- 4:15 p.m. 13. Adjournment

*This meeting is wheelchair accessible*

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

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