

**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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**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

**Aaron Rudnick**, Sierra Tahoe Recreation | **Drew Conly**, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe  
**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,  
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain  
Resort | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection  
Advisory Committee: **Erin Casey**, Placer County Executive Office

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**AGENDA**

**NUMBER TO CALL IN: 1-712-770-4010, enter code 775665#**

If unable to attend, join the conference call from your computer, tablet or smartphone: (712) 770-4010, enter code 775665# and Log on:  
<https://global.gotomeeting.com/join/347396253>

First GoToMeeting? Do a quick system check:  
<https://link.gotomeeting.com/system-check>

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- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.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.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- Page: 1** A. NLTRA Board Meeting Minutes from Nov 6, 2019 [Link to preliminary online document](#)
- Page: 4** B. Approval of NLTRA Financial Statements of Oct 31, 2019
- Page: 23** C. Approval of Interim CEO Expense Report for Oct 2019
- Page: 39** D. Approval of 2019/20 Winter Lakeside Campaign & Year-Round Shopping Campaign Scopes of Work
- Page: 52** E. Approval of 2019/20 Partnership Funding Allocations
- Page: 56** F. Approval of 2020 Broken Arrow Skyrace Event Sponsorship
- Page: 63** G. Approval of 2020 Lake Tahoe Lacrosse Tournament Event Sponsorship
- Page: 69** H. Approval of Abbi Agency TBID Creative Collateral contract

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Nov 22, 2019
- Tourism Development Committee Nov 19, 2019
- In-Market Tourism Development Committee Nov 19, 2019

5. Action Items

**8:50 a.m. Page: 73** A. Approval of Tourism Development Committee Member Recommendations

**9:10 a.m.** 6. Informational Updates/Verbal Reports

- Page: 74**
- A. 2018/19 SMARI Research Result Presentation – Nick Falkenstein
  - B. TBID Update – Rob Kautz
  - C. Election Committee and Board Election Schedule Review

**10:40 a.m.** 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- Page: 79** A. Destimetrics Report Oct 31, 2019
- Page: 80** B. Conference Revenue Statistics Report Oct 2019
- Page: 83** C. Tourism Development Report on Activities, Oct 2019
- Page: 86** D. Visitor Information Center Visitor Report, Oct 2019
- Page: 87** E. North Lake Tahoe Marketing Coop Financial Statements Oct 2019
- Page: 92** F. Membership Accounts Receivable Report Oct 2019
- Page: 93** G. Financial Key Metrics Report Oct 2019

**10:45 a.m.** 8. CEO and Staff Updates

**10:50 a.m.** 9. Directors Comments

**10:55 a.m.** 10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment