

### 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**, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine  
**Amber Kennedy**, Tahoe Getaways | **Judith Kline**, Tahoe Luxury Properties  
**Lisa Nigon**, Homewood Mountain Resort | **Brit Crezee**, Sotheby's Intl' Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe  
**Jenny Kendrick**, East River Public Relations | **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.    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. |
| 2:05 p.m. | 3. <b>Agenda Amendments and Approval</b>  |
|           | 4. <b>Approval of Tourism Development Meeting Minutes from Nov 19, 2019</b> <b>Page 1</b>   |
| 2:10 p.m. | 5. <b>Action Items:</b><br>a.    Approval of the Abbi Agency Scope of Work for WinterWonderGrass Services <b>Page 4</b>   |
| 2:20 p.m. | 6.    Introduce new NLTRA CEO   |
| 2:25 p.m. | 7.    2020 Wanderlust Event Sponsorship Presentation – Sean Hoess & Jodi Blea, Wanderlust <b>Page 8</b>   |
| 2:45 p.m. | 8.    2020 Autumn Food & Wine Event Sponsorship Presentation – Kelly Campbell, Northstar <b>Page 22</b>   |
| 3:05 p.m. | 9.    2020 North American Continental Enduro Series Sponsorship Presentation – Kelly Campbell, Northstar <b>Page 45</b>   |
| 3:25 p.m. | 10.    2020 Spring Creative Preview & Media Market Discussion – Augustine   |
| 3:55 p.m. | 11.    2020 Spring PR, Social & Content Preview – The Abbi Agency <b>Page 49</b>  |
|           | 12.    Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click <a href="#">here</a> for reports) <ul style="list-style-type: none"> <li>• Conference Sales</li> <li>• Leisure Sales</li> </ul>                  |

- Events
- Public Relations – The Abbi Agency
- Advertising – Augustine

13. Standing Reports (located on nltra.org; [here](#))

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

4:20 p.m. 14. Committee Member Comments

4:30 p.m. 15. Adjournment

*This meeting is wheelchair accessible*

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

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