

NLTRA Mission

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

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts
Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan | Tahoe City Marina
Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort
Greg Gooding, Resort at Squaw Creek | Andre Priemer, Ritz-Carlton, Lake Tahoe
Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Karen Plank, Placer County Appointee |
Advisory Committee: Erin Casey, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/82143057298?pwd=cy9ncmZsMDR4RHpCVmZTZGx3aWtuUT09>

Meeting ID: 821 4305 7298

Password: 612390

+1(669) 900-9128

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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 April 1, 2020 [Link to preliminary online document](#)
Page: 5 B. Approval of NLTRA Financial Statements of March 31, 2020
Page: 24 C. Approval of CEO Expense Report for March 2020
Page: 30 D. Squaw Valley Drive in Movie Theater

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting April 29, 2020
- Tourism Development Committee April 28, 2020

- 8:50 a.m.**
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6. Action Items
- A. 19/20 Budget Reforecast and Modification Review and Approval
- 9:30 a.m.**
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7. Informational Updates/Verbal Reports
- A. COVID-19 Response and Destination Initiatives
 - B. 20/21 County of Placer Contract Update
 - C. Marketing Cooperative Budget Update
- 10:30 a.m.**
8. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report Mar 31, 2020
 - B. Conference Revenue Statistics Report Mar 2020
 - C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Mar 2020
 - C. Tourism Development Report on Activities, Mar 2020
 - E. Event Update – Cancelled/Postponed Events, Mar 2020
 - E. Visitor Information Center Visitor Report, Mar 2020
 - F. North Lake Tahoe Marketing Coop Financial Statements Mar 2020
 - H. Membership Accounts Receivable Report Mar 2020
 - I. Financial Key Metrics Report Mar 2020
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- 10:35 a.m.** 9. CEO and Staff Updates
- 10:40 a.m.** 10. Directors Comments
- 10:45 a.m.** 11. Meeting Review and Staff Direction
12. Closed Session
13. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org