

## 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:** 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 | **Jeff Cowen,** TRPA  
Advisory Committee: **Erin Casey,** Placer County Executive Office

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### Join Zoom Meeting

<https://us02web.zoom.us/j/89021361386?pwd=NzBxdWhWdFhKcFFESE1QYWxmTWxlZz09>

**Meeting ID: 890 2136 1386**  
**Passcode: 391511**  
**+1 669 900 9128 US (San Jose)**

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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 June 3, 2020 [Link to preliminary online document](#)  
**Page: 5** B. Approval of CEO Expense Report for June 30, 2020

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 June 24, 2020 & July 29, 2020
- Tourism Development Committee June 23, 2020
- In-Market Tourism Development Committee May 26, 2020

- 8:50 a.m.** 5. Action Items  
**Page: 7** A. Mask-Up Campaign Contract Approval  
**Page: 12** B. Approval of Cvitas TBID Contract – Jeff/Bonnie  
**Page: 20** C. Approval of the 2020/21 NLT Marketing Coop Budget
- 9:30 a.m.** 6. Informational Updates/Verbal Reports  
**Page: 22** A. COVID-19 Update - [Know Before You Go Guide](#) - Jeff  
B. TBID Re-launch – Jeff  
**Page: 35** C. Consumer Marketing Recovery Campaign - Augustine Agency Team  
C. Consumer Social Media & Content Update - Abbi Agency Team  
D. Update on Marketing Cooperative Committee Members - Jeff  
E. Responsible Travel & Mask Up Tahoe Content Campaigns - Amber Burke & Liz Bowling
- 10:15 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: 42** A. Destimetrics Report June 30, 2020  
**Page: 43** B. Conference Revenue Statistics Report June 2020  
**Page: 48** C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics June2020  
**Page: 57** D. Tourism Development Report on Activities, June 2020  
**Page: 63** E. Event Update – Cancelled/Postponed Events, June 2020  
**Page: 67** F. Visitor Information Center Visitor Report, June2020  
**Page: 68** G. North Lake Tahoe Resort Association Preliminary Financial Statements June 2020  
**Page: 87** H. North Lake Tahoe Marketing Coop Financial Statements June 2020  
**Page: 93** I. Membership Accounts Receivable Report June 2020  
**Page: 94** J. Financial Key Metrics Report June 2020  
**Page: 95** K. Tahoe Regional Planning Agency Updates  
**Page: 98** L. COVID-19 Updates
- 10:20 a.m.** 8. CEO and Staff Updates
- 10:25 a.m.** 9. Directors Comments
- 10:30 a.m.** 10. Meeting Review and Staff Direction
11. Closed Session
12. Adjournment

*This meeting is wheelchair accessible*

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