
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

Join Zoom Meeting

<https://us02web.zoom.us/j/86978382307?pwd=QzdQcmhudzdWQXpNS2ZyRkZNd25qUT09>

Meeting ID: 869 7838 2307

Passcode: 569516

Dial by your location

+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.

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A. NLTRA Board Meeting Minutes from Aug 5, 2020 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of July 31, 2020

C. Approval of CEO Expense Reports for July 2020

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

- Finance Committee Meeting Aug 19, 2020
- Tourism Development Committee Aug 25, 2020
- In-Market Tourism Development Committee May 26, 2020

8:40 a.m.

5. Action Items - none

9:00 a.m.

6. Informational Updates/Verbal Reports

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A. TBID Strategic Discussion and Pathway – Jeff

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B. North Lake Tahoe Ambassador Program – Jeff

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C. Zephyr Community Forums – Zephyr collaboration – Jeff/Erin

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D. Review of Board of Directors Open Seats – Jeff/Bonnie

E. Relaunch of Fall Advertising Discussion - Jeff

10:30 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.

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A. Destimetrics Report July 31, 2020 page

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B. Conference Revenue Statistics Report July 2020

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C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics July 2020

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D. Tourism Development Report on Activities, July 2020

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E. Event Update – Cancelled/Postponed Events, July 2020

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F. Visitor Information Center Visitor Report, July 2020

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G. North Lake Tahoe Marketing Coop Financial Statements July 2020

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H. COVID-19 Update

10:35 a.m.

8. CEO and Staff Updates

10:40 a.m.

9. Directors Comments

10:45 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org