
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/82488806817?pwd=ZUpLRm1hc1UrMVFqVTk0MjF5dTI5UT09>

Meeting ID: 824 8880 6817

Passcode: 542953

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.

- Page: 1** A. NLTRA Board Meeting Minutes from Sept 2, 2020 [Link to preliminary online document](#)
Page: 4 B. Approval of preliminary NLTRA Financial Statements of Aug 31, 2020
Page: 24 C. Approval of CEO Expense Reports for August 2020
Page: 31 D. Approval of Kind Traveler Agreement

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E. Approval of In-Market Take-out Tahoe Campaign Scope of Work with the Abbi Agency

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

- Finance Committee Meeting Sept 23, 2020
- Tourism Development Committee Sept 29, 2020
- In-Market Tourism Development Committee Sept 29, 2020

8:40 a.m.

5. Action Items

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- A. 2021 Spartan North American Championships Agreement
- B. Workforce Housing Preservation Program Review and Possible Action – Emily Setzer

9:00 a.m.

6. Informational Updates/Verbal Reports

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- A. Ski Season Update - Liz
- B. Marketing Update – Amber
- C. CAP Committee Update – Erin/Jim/Jeff
- D. TBID Update – Jeff
- E. Audit Update - Bonnie

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 Aug 31, 2020

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B. Conference Revenue Statistics Report Aug 2020

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

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D. Tourism Development Report on Activities, Aug 2020

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E. PR & Communications, Aug 2020

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F. Event Update – Cancelled/Postponed Events, Aug 2020

Page: 127

G. Visitor Information Center Visitor Report, Aug 2020

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H. North Lake Tahoe Marketing Coop Financial Statements Aug 2020

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I. Financial Key Metrics Report July 2020

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