

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
Tyler Gaffaney, Tahoe Biltmore | **Wendy Hummer**, EXL Media

Carlynn Fajkos, Tahome Marketing | NLTRA Board Member: **Brett Williams**, Agate Bay Realty
Advisory Board Member: **Erin Casey**, Placer County

Join Zoom Meeting

<https://us02web.zoom.us/j/82883246881?pwd=Ni9GOUlubnAvOWlyQmVEa3NoeDRhUT09>

Meeting ID: 828 8324 6881

Passcode: 109001

+1 669 900 9128 US (San Jose)

AGENDA

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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from September 29, 2020** **Page 1**
5. Arrivalist Presentation - Nevo Waintraub (15 minutes) **Page 4**
6. CrowdRiff Presentation - Michael Cody (15 minutes) **Page 19**
7. **Action Items:**
 - a. **Review and Approval of NLT Lacrosse Tournament Contract - Katie Biggers** **Page 47**
 - b. **Review and Approval of Arrivalist Contract - Amber Burke** **Page 51**
 - c. **Review and Approval of CrowdRiff Contract - Amber Burke** **Page 58**
8. TBID Update - Jeff Hentz (10 minutes)
9. Partnership Funding Update - Katie Biggers (5 minutes) **Page 66**
9. Campaign Updates - (10 minutes)

- a. Winter Ski Video - Liz Bowling
 - b. Resort Map - Liz Bowling
 - c. Takeout Tahoe - Amber Burke
10. Committee Member Update - Sarah Winters (5 minutes)
9. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
 - Conference Sales
 - Leisure Sales
 - Events
 - Social Media - The Abbi Agency
 - Public Relations & Communications - Liz Bowling
 - Advertising - Augustine Agency
10. Standing Reports (located on nltra.org; [here](#))
 - Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
11. Committee Member Comments
12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
