

## 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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### Committee Members:

**Chair:** **Caroline Ross**, Squaw Valley Business Association | **Stephen Lamb**, PlumpJack Inn  
**Kylee Bigelow**, Tahoe City Downtown Association | **Sarah Otero**, Wanda's Flower Shop  
**Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing  
**Greg Long**, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association  
**Patrick Lacey**, Homewood Ski Resort | **Jennifer Capistran**, Granlibakken Resort  
**Katie Biggers**, North Lake Tahoe Resort Association  
**Doug Burnett**, Vail Resorts  
North Lake Tahoe Resort Association Board Member: **Jim Phelan**  
Placer County Representative | **Emily Setzer**  
**Chair:** **Becky Moore**, Granite Peak Management | **Vice Chair:** **Christine Horvath**, Squaw Alpine  
**Carlyne Fajkos**, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort  
**Brett Williams**, Agate Bay Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe  
**Brit Crezee**, Sotheby's International Realty  
**Amber Kennedy**, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore  
**Wendy Hummer**, EXL Media  
Advisory Board Member: **Erin Casey**, Placer County

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## AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81493913882?pwd=aEtZbTliRVJFLy93NExLOdVYd2dRdz09>

Meeting ID: 814 9391 3882

Passcode: 520814

+1 669 900 9128 US (San Jose)

- 1:00 p.m.**      **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1:05 p.m.**      **3. New Member Introductions**
- 1:10 p.m.**      **4. Agenda Amendments and Approval**
- 1:15 p.m.**      **5. Approval of In-Market Tourism Development meeting minutes from Sept 29, 2020** **Page 1**

- 1:20 p.m**      **6. Action/Motion Items:**  
                  a. Approval of Partnership Funding Program Recommendations - Katie Biggers (20 mins) **Page 4**
- 1:40 p.m**      **Other Items:**  
**7.** North Tahoe Shop & Win Contest Update - The Abbi Agency/Amber Burke (15 mins) **Page 6**  
**8.** Takeout Tahoe Campaign Update - Amber Burke (5 mins) **Page 9**  
**9.** In-Market Tourism Development Budget Review – Amber Burke (5 min) **Page 12**  
**10.** Event Update- Katie Biggers (5 min)
- 2:05 p.m.**      **11.** Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:15 p.m.**      **12.** Adjournment

*This meeting is wheelchair accessible*

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

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