
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 | **Chris Southwick**, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

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

Join Zoom Meeting

<https://us02web.zoom.us/j/81979740806?pwd=dDZwUGsvdEVqbIRMWmluUmxoTCszUT09>

Meeting ID: 819 7974 0806

Passcode: 217949

Dial by your location

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:32 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.
- 8:35 a.m.** 3. Agenda Amendments and Approval
- 8:37 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 Nov 4, 2020 [Link to preliminary online document](#)
- Page: 5** B. Approval of preliminary NLTRA Financial Statements of Oct 31, 2020
- Page: 22** C. Approval of CEO Expense Reports for Oct 2020
- Page: 26** D. Approval of the Abbi Agency Scope of Work for the In-Market North Lake Tahoe Shop & Win Holiday Contest campaign.
- Page: 31** E. Approval of Partnership Funding Event Sponsorship Recommendations

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

- Finance Committee Meeting Nov 24, 2020
- Tourism Development Committee Nov 17, 2020
- In-Market Tourism Development Committee Nov 17, 2020

8:40 a.m.
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5. Action Items
 - A. Review and Approval of Tourism Development Committee Applications - Sarah
 - B. Texas Coop Advertising Campaign – Andy/Jeff
 - C. Discussion and Possible Approval of a Tourism Business Improvement District Ad-hoc committee

10:00 a.m.

6. Informational Updates/Verbal Reports
 - A. Overview of Winter Toolkit – Liz & Amber
 - B. CAP Committee Project Update –Erin/Jeff

10:45 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 Sept 30, 2020
- B. Conference Revenue Statistics Report Sept 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Sept 2020
- D. Tourism Development Report on Activities, Sept 2020
- E. Event Update – Cancelled/Postponed Events, Sept 2020
- F. Visitor Information Center Visitor Report, Sept 2020
- G. North Lake Tahoe Marketing Coop Financial Statements Sept 2020
- H. Membership Accounts Receivable Report Sept 2020
- I. Financial Key Metrics Report Sept 2020

10:50 a.m.

8. CEO and Staff Updates

10:55 a.m.

9. Directors Comments

11:00 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

