

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

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
Amy Kyleberg, | Northstar | **Doug Burnett**, Northstar | **Patrick Lacey**, Homewood Mountain Resort |
Katie Biggers, North Lake Tahoe Resort Association
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
Brit Crezee, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty
Carlynn Fajkos, Tahome Marketing | **Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton |
Ray Villaman, Tahoe Restaurant Group | **Susan Whitman**, Northstar |
Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/86283536531?pwd=bUMxY0R3blgvd2NZQVFWN1IWVEI5Zz09>

Meeting ID: 862 8353 6531

Passcode: 422412

+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**
- 1:15 p.m.** **4. Agenda Amendments and Approval**
- 1:20 p.m.** **5. Approval of In-Market Tourism Development meeting minutes from Nov 17, 2020** **Page 1**

1:25 p.m

Other Items:

6. Partnership Funding Second Call for Applications Discussion - Katie Biggers (15 minutes) **Page 4**

7. Takeout Tahoe & Shop & Win Contest Recap - Abbi Agency (15 minutes) **Page 5**

8. Takeout Tahoe Campaign Extension Update - Amber (10 minutes) **Page 20**

9. Discussion on Future Campaigns (15 minutes)

2:15 p.m.

10. Committee Member Reports/Updates from Community Partners (1-2 mins each)

2:20 p.m.

11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
