
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 | **Colin Perry**, Ritz-Carlton, Lake Tahoe

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

Jeff Cowen, TRPA

Advisory Committee: **Erin Casey**, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/82968523606?pwd=cU0xelIxSGZ0ekgzQ2oyZFBNWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:30 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
- 8:40 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.

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A. NLTRA Board Meeting Minutes from Jan 13, 2021 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of December 31, 2020

C. Approval of CEO Expense Reports for Dec 2020

D. 2021 Homewood Pride Ride Event Sponsorship

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

- Finance Committee Meeting Jan 27, 2021
- Tourism Development Committee Jan 26, 2021
- In-Market Tourism Development Committee Jan 26, 2021

8:45 a.m.

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5. Action Items

- NLTRA Chamber Fund Shortfall Remedy Plan - Bonnie
- Approval of CAP Committee Recommendations - Erin
- NLT Consumer Advertising Restart – Amber/Jeff

9:20 a.m.

6. Informational Updates/Verbal Reports

- TBID Formation/Ad-Hoc Committee Update – Jeff
- Funding for Business Consultant - Scope of Work & Funding Structure - Jeff

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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- Destimetrics Report Dec 30, 2020
- Conference Revenue Statistics Report Dec 2020
- Tourism Development Report on Activities, Dec 2020
- Public Relations & Communications, Dec 2020
- Visitor Information Center Visitor Report, Dec 2020
- North Lake Tahoe Marketing Coop Financial Statements Dec 2020
- Membership Accounts Receivable Report Dec 2020
- Financial Key Metrics Report Dec 2020

10:45 a.m.

8. CEO and Staff Updates

10:50 a.m.

9. Directors Comments

10:55 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org