

---

**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/87490025889?pwd=NUQrWGk3WjlvdW5hTW1KdURPb1I2UT09>

Meeting ID: 874 9002 5889

Passcode: 984958

+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.
- Page: 1** A. NLTRA Board Meeting Minutes from Dec 2, 2020 [Link to preliminary online document](#)  
**Page: 5** B. Approval of preliminary NLTRA Financial Statements of November 30, 2020  
**Page: 22** C. Approval of CEO Expense Reports for Nov 2020

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Jan 9, 2021
- Tourism Development Committee Nov 17, 2020
- In-Market Tourism Development Committee Nov 17, 2020

**8:45 a.m.**

**Page: 27**

**Page: 29**

**Page: 30**

5. Action Items

- NLTRA Fixed Asset Capitalization Policy - Bonnie
- Approval of CAP Committee Appointees – Jeff
- 2019/20 TOT Funds Surplus Recommendation to County BOS - Bonnie

**9:00 a.m.**

**Page: 31**

**Page: 41**

6. Informational Updates/Verbal Reports

- Meeting & Conventions Marketing Campaign and Meeting Guide - Augustine
- TBID Formation/Ad-Hoc Committee Update – Jeff
- Joint NLTRA/IVCBVB EC meeting update – Jeff
- North Lake Tahoe Emergency Rent Relief Program – Jeff/Katie

**10:30 a.m.**

**Page: 43**

**Page: 44**

**Page: 46**

**Page: 62**

**Page: 87**

**Page: 102**

**Page: 104**

**Page: 105**

**Page: 111**

**Page: 112**

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.

- Destimetrics Report Nov 30, 2020
- Conference Revenue Statistics Report Nov 2020
- Reno- Tahoe Airport Report – January 2021 Flight Schedule
- Tourism Development Report on Activities, Nov 2020
- Public Relations & Communications, Nov 2020
- Event Update – Cancelled/Postponed Events, 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 Nov 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](http://nltra.org)*