



### NLTRA Mission

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

**Chair: Becky Moore, Granite Peak Management** | **Vice Chair: Christine Horvath, Squaw Alpine**  
**Brit Crezee, Sotheby's International Realty** | **Brett Williams, Agate Bay Realty**  
**Carlyne 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 Countys, Agate Bay Realty**  
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### Join Zoom Meeting

<https://us02web.zoom.us/j/86283536531?pwd=bUMxY0R3blgvb2NZQVFWN1lWVEl5Zz09>

Meeting ID: 862 8353 6531

Passcode: 422412

+1 669 900 9128 US (San Jose)

### AGENDA

1. Call to Order – Establish Quorum
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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from November 17, 2020** **Page 1**
5. **Action Items:**
  - a. **Election of Chair and Vice Chair for 2021**
  - b. **Discussion and Possible Recommendation to NLTRA Board on the North Tahoe Fire App, Explore Tahoe – Erin Holland** **Page 4**
6. Event Update - [Katie Biggers](#) (10 minutes) **Page 29**
7. **Homewood Presentation for Pride Ride Opportunistic Funds – Katie Biggers & Lisa Small, Homewood** **Page 32**
8. **Broken Arrow Event Sponsorship Presentation - Brendan Madigan (15 minutes)** **Page 51**

9. **Action Items:**
  - a. **Approval of Event Sponsorship via Opportunistic Funds for 2021 Homewood Pride Ride**
  - b. **Approval of Event Sponsorship for 2021 Broken Arrow Skyrace**
10. NLT Consumer Advertising Timing and Market Discussion - Jeff Hentz and Amber Burke (15 minutes)
11. TBID Update – Jeff Hentz
12. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
  - Conference Sales
  - Leisure Sales
  - Social Media - The Abbi Agency
  - Public Relations & Communications - Liz Bowling
  - Advertising - Augustine Agency
13. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
14. Committee Member Comments
15. Adjournment

*This meeting is wheelchair accessible*

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

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