

NLTRA Mission

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

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

Brett Williams, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Squaw/Alpine

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

Join Zoom Meeting

<https://us02web.zoom.us/j/86229878274?pwd=S25oMFNMVtBEdzRwYm9QZ0g4YUMrUT09>

Meeting ID: 862 2987 8274

Passcode: 381490

+1 669 900 9128 US (San Jose)

AGENDA

- | | |
|---------|--|
| 2:00pm | 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. |
| 2:05p | 3. Agenda Amendments and Approval |
| 2:10pm | 4. Approval of Tourism Development Meeting Minutes from January 26, 2021 Page 1 |
| 2:15pm | 5. Lake Tahoe Dance Festival Event Presentation - Christin Hanna Page 5 |
| 2:30pm | 6. High Sierra Archery Event Presentation – Kevin Stang Page 31 |
| 2:45pm | 7. Action Items: <ul style="list-style-type: none"> a. Review & Approval of Lake Tahoe Dance Festival Sponsorship - Katie Biggers b. Review & Approval of High Sierra Archery Event Sponsorship - Katie Biggers |
| 3:05 pm | 8. Updated Consumer Marketing Spring Campaign Update - Amber Burke & Cathy Nanadiego Page 40 |
| 3:25p | 9. 6-Month Report Highlights - Amber Burke, Liz Bowling & Sarah Winters |
| 3:45pm | 10. TBID Update - Jeff Hentz |
| 3:55pm | 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
- Events
- 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

3:50pm 14. Committee Member Comments

4:00pm 15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
