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**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

Advisory member: **Jeff Cowen**, TRPA

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

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**Join Zoom Meeting**

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekgzQ2oyZFhWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

+1 669 900 9128 US (San Jose)

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- 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 Feb 3, 2021 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of January 31, 2021

C. Approval of CEO Expense Reports for Jan 2021

D. Approval of Lake Tahoe Dance Festival Sponsorship

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 Feb 23, 2021
- Tourism Development Committee Feb 23, 2021
- In-Market Tourism Development Committee Jan 26, 2021

**8:45 a.m.**

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5. Action Items

- A. Review and Approval of Proposed Tourism Mitigation Activities Budget
- B. Review and Approval of Coraggio Group Contract for Consulting Services
- C. Review and Approval of Spring Consumer Media Campaign - Augustine

**10:15a.m.**

6. Informational Updates/Verbal Reports

- A. TBID Ad-Hoc Committee Update - Jeff
- B. 6-Month Report Highlights - Amber, Liz & Sarah

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**10:50 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.

- A. Destimetrics Report Jan 31, 2021
- B. Conference Revenue Statistics Report Jan 2021
- C. Tourism Development Report on Activities, Jan 2021
- D. Public Relations & Communications, Jan 2021
- E. Visitor Information Center Visitor Report, Jan 2021
- F. North Lake Tahoe Marketing Coop Financial Statements Jan 202a
- G. Membership Accounts Receivable Report Jan 2021
- H. Financial Key Metrics Report Jan 2021

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**10:50 a.m.**

8. CEO and Staff Updates

**10:55 a.m.**

9. Directors Comments

**11:00 a.m.**

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

*This meeting is wheelchair accessible*

*Posted online at nltra.org*