

NLTRA Mission

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

Committee Members: **Chair:** **Caroline Ross**, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Amy Kyleberg, Northstar | **Doug Burnett**, Northstar | **Patrick Lacey**, Homewood Mountain Resort |
Katie Biggers, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative | **Emily Setzer**

Chair: **Carlyne Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management
Brit Crezee, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty
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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85774943431?pwd=M1RVNW9TRlJxbFU2V292c2tOaJl4Zz09>

Meeting ID: 857 7494 3431

Passcode: 580660

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 4. Approval of In-Market Tourism Development meeting minutes from Jan 26, 2021** **Page 1**
- 1:15 p.m.** **5. Traveler Responsibility Pledge & Rollout – Liz Bowling (15 minutes)**

Action (Item 6):

- 1:30 p.m. **6. Discussion and Support of Yiftee Gift Card Pogram – Katie Biggers (20 mins) Page 4**
- 1:50 p.m. **7. Shop Local Remaining Budget Discussion – Amber Buke/Connie Anderson Page 25**
- 2:00 p.m. **8. Summer Advertising Direction Discussion – Amber Burke/Connie Anderson**
- 2:15 p.m. **9. Update on North Lake Tahoe Visitor Guide – Liz Bowling**
- 2:20 p.m. **10. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- 2:25 p.m. **11. Adjournment**

This meeting is wheelchair accessible

Posted online at www.nltra.org
