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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=cU0xellxSGZ0ekgzQ2oyZFbnWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

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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.
- Page: 1** A. NLTRA Board Meeting Minutes from Mar 3, 2021 [Link to preliminary online document](#)  
**Page: 5** B. Approval of preliminary NLTRA Financial Statements of Feb 28, 2021  
**Page:24** C. Approval of CEO Expense Reports for Feb 2021

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 Mar 30, 2021
- In-Market Tourism Development Committee Mar 30, 2021

**8:45 a.m.**

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5. Action Items

- A. Approval of Broken Arrow Skyrace Sponsorship - Katie
- B. Spring Campaign Update and Approval of Spring Campaign Funding Request – Jeff/Amber

**9:15a.m.**

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6. Informational Updates/Verbal Reports

- A. 6-Month Report Highlights - Liz/Sarah/Amber
- B. Traveler Responsibility Pledge & Rollout – Liz Bowling
- C. Ad Agency RFP Update – Amber/Jeff
- D. TBID Update - Jeff

**10:30 a.m.**

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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 Feb 31, 2021
- B. Conference Revenue Statistics Report Feb 2021
- C. Tourism Development Report on Activities, Feb2021
- D. Visitor Information Center Visitor Report, Feb 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- F. Membership Accounts Receivable Report Feb 2021
- G. Financial Key Metrics Report Feb 2021

**10:40 a.m.**

8. CEO and Staff Updates

**10:45 a.m.**

9. Directors Comments

**10:50 a.m.**

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

*This meeting is wheelchair accessible*

*Posted online at nltra.org*