



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, April 27, 2021

Estimated Time: 2 -4 pm

Location Virtual Zoom Meeting

### 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/81967997494?pwd=ZWdpWWlXNnFHUIJZWjBkbkREYm9udz09>

Meeting ID: 819 6799 7494

Passcode: 509619

+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.  |
| 2:05pm | 3. Agenda Amendments and Approval   |
| 2:10pm | 4. Approval of Tourism Development Meeting Minutes from Mar 30, 2021  |
| 2:15pm | 5. Discussion on Direction of NLT Consumer Media for Summer and Fall - Amber & Jeff   |
| 2:30pm | 6. Update on Visit CA Third Thursday Presentation – Amber   |
| 2:40pm | 7. Update on Sustainability Rollout - Liz Bowling   |
| 2:50pm | 8. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click <a href="#">here</a> for reports) <ul style="list-style-type: none"><li>● Conference Sales</li><li>● Leisure Sales</li><li>● Social Media - The Abbi Agency</li><li>● Advertising - Augustine Agency</li></ul> |
|        | 9. Standing Reports (located on nltra.org; <a href="#">here</a> )   |

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

2:55pm 10. Committee Member Comments

3:00pm 11. Adjournment

*This meeting is wheelchair accessible*

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

---



# north lake tahoe

Chamber | CVB | Resort Association

## **Tourism Development Meeting Draft - Meeting Minutes – Tuesday March 30, 2021**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Carlyne Fajkos, Becky Moore, Brit Crezee, Christine Horvath, Kressa Olguin, Susan Whitman, Tyler Gaffaney, Vinton Hawkins, Wendy Hummer

**Staff in attendance:** Liz Bowling, Sarah Winters, Katie Biggers, Amber Burke, Jeff Hentz, Anna Atwood

**Others in attendance:** Brendan Madigan, Cathy Nanadiego

1. Meeting called to order at 2:50pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented MOORE/HORVATH/UNANIMOUS**
4. **Approval of meeting minutes from Feb 23, 2021**  
**Motion to approve the meeting minutes from Feb 23, 2021 HORVATH/GAFFANEY/UNANIMOUS**
5. Broken Arrow Sky Race  
Broken Arrow Sky Race usually held in June has been moved to October 1-3, 2021. This will be the fifth year and NLTRA has been a sponsor since its inception. 1,350 races entries were rolled over from 2020 participants and 600 racers are on a wait list. The race is part of the World Mountain Running Series and the new Salomon North American Golden Trail Series. Madigan is requesting a \$25 K Sponsorship. Biggers shared this event saw attendees from 37 states and 19 countries and saw a 42% growth two years ago.  
  
Madigan shared some information on the event, and it includes a Vertical run, 26K and a 52k run. This event is the final stop for the Salomon North American Golden Trail Series. Two years ago, Broken Arrow Sky Race produced the Mirna video which received many awards and Madigan shared creating personal interest stories is what NLTRA funds supports. They expect well over 1900 people this year.  
  
No committee member comments but all members enjoyed the Mirna video.
6. Action Item:  
Broken Arrow Sky Race
  - a) **Motion to approve \$25K Sponsorship for Broken Arrow Sky Race HAWKINS/VILLAMAN/Carried with Horvath abstaining.**
7. 6-Month Report Highlights  
Winters, Burke and Bowling shared their 6-month highlight report. The report can be found [here](#).
8. TBID Update  
Bowling shared the next phase of the TBID is education and shared resources on this can be found on [GoTahoeNorth.com](http://GoTahoeNorth.com)

9. Spring Campaign Update - Burke

Burke shared some of the objectives for the Spring Campaign:

- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.

Burke also shared the strategy with the focus on Adaptability, Media Mix and Audience Development. The two paid campaigns running are:

- Texas (Incline Village Initiative – Paid for by IVCBVB. This will support addition of flights to Dallas and Houston. It will compliment co-op campaign between IVCBVB and LTVA. Media Mix is 65% Dallas and 35% Houston. Budget is \$123K. Flight dates: 3/9 – 5/22. Personas: 40% Boomers, 40% Millennials and 20% Families
- Southern CA & Coastal Communities – NLTRA Initiative. Paid for by NLTRA. This is a continuation of past NLTMC SoCal initiatives. Inclusion of Coastal Communities that are within the expanded drive market distance. Media mix: 40% LA, 40% San Diego, 20% Santa Barbara & Monterey Bay. Budget \$114K. Flight dates: 4/12-5/22.

Burke shared examples of dual days ads and digital banners.

No committee member comments.

10. Departmental Reports – these reports can be viewed on our [website](#).
11. Standing Reports- these reports can be viewed on our [website](#).
12. Committee Member Comments – Hummer gave positive feedback on the 6-month report. Biggers gave an update on Tuesday Breakfast Club.
13. Adjournment – The meeting adjourned at 3:53pm.

Minutes submitted by,  
Anna Atwood  
NLTRA