

NLTRA Mission

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

Chair: **Caroline Ross**, Squaw Village Business Association | **Stephen Lamb**, PlumpJack Inn
Kylee Bigelow, Tahoe City Downtown Association | **Sarah Otero**, Heartwood Florist
Alyssa Reilly, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing
Greg Long, IVCB Community & Business Association | **Paul Raymore**, IVCB Community & Business Association
Linda Offerdahl, IVCB Community & Business Association
Amy Kyleberg, Vail Resorts California | **Susan Whitman**, Northstar California
Patrick Lacey, Homewood Mountain Resort
Katie Biggers, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative | **Nicholas Martin**

Chair: **Carlyne Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management
Brit Crezee, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty
Christine Horvath, Squaw Valley Alpine Meadows | **Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton
Horvath,
Ray Villaman, Tahoe Restaurant Group | **Susan Whitman**, Northstar California
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
North Lake Tahoe Resort Association Board Member: **Christine Horvath/Brett Williams**

AGENDA

Anna Atwood is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/81973054481?pwd=bENEWUcvTXVpYkVzUGVZaUxaMUUVqdz09>

Meeting ID: 819 7305 4481
Passcode: 989805
+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**
- 1:05p.m. **4. Approval of In-Market Tourism Development meeting minutes from Mar 30, 2021** **Page 1**

Action Items:

- 1:10 p.m. 5. Squaw Valley Business Association Ask for the 20.21 Business Association Marketing Grant - Caroline Ross **Page 6**
- 1:25 p.m. 6. West Shore Association Ask for the 20.21 Business Association Marketing Grant - Lisa Nigon **Page 10**
- 1:40 p.m. 7. Review & Approval of the North Tahoe Eats Campaign Contract with The Abbi Agency - Amber Burke & Connie Anderson **Page 16**
- 1:45 p.m. 8. Review & Approval of Sustainability Summer Campaign Contract with The Abbi Agency - Amber Burke & [Connie Anderson](#) **Page 19**
- 2:00 p.m. 9. Review & Approval of the Yiftee Summer Campaign Contract with The Abbi Agency - Amber Burke **Page 23**
- 2:10 p.m. 10. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:20 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
