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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

**David Lockard**, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

**Brett Williams**, Agate Bay Realty | **Stephanie Hoffman**, Tahoe Luxury Properties | **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.

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A. NLTRA Board Meeting Minutes from May 5, 2021 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of Apr 30, 2021

C. Approval of CEO Expense Reports for Apr 2021

D. Community Marketing Grants

E. North Lake Tahoe Eats Campaign SOW with Abbi Agency

F. In-Market Gift Card Program with Augustine Agency

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 June 1, 2021
- Tourism Development Committee May 25, 2021
- In-Market Tourism Development Committee Mar 25, 2021

**8:45 a.m.**

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5. Action Items

- A. Review and Approval of Made in Tahoe Sponsorship – Amber
- B. Review and Approval of Oktoberfest Sponsorship – Amber
- C. Review and Approval of Halloweekends at Homewood – Amber
- D. Review and Approval of Tahoe Adventure Vans Sponsorship – Amber
- E. Review and Approval of Tahoe Trail 100 Sponsorship – Amber
- F. In-Market Sustainability Initiative SOW with Abbi Agency – Amber/Liz
- G. 2021/22 NLTRA Budget Review & Approval – Jeff/DeWitt
- H. 2021/22 County of Placer Agreement & Scope of Work Review & Approval - Jeff
- I. TBID Contract with County of Placer - Jeff/Erin
- J. Unspent NLTRA funding recommendation from FY 2019/20 - Jeff/DeWitt
- K. Review and Approval of additional Tourism Mitigating Services – Jeff/Erin

**9:45 a.m.**

6. Informational Updates/Verbal Reports

- A. Coraggio Group Presentation on preliminary results – Matthew
- B. TBID and NLTRA Board Election Update - Jeff

**10:45 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.

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- A. Destimetrics Report Apr 30, 2021
- B. Conference Revenue Statistics Report Apr 2021
- C. Tourism Development Report on Activities, Apr 2021
- D. Reno Tahoe Airport Report, April 2021
- E. Visitor Information Center Visitor Report, Apr 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- G. Membership Accounts Receivable Report Apr 2021
- H. Financial Key Metrics Report Apr 2021

**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. Adjournment

