



**NLTRA Mission**

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

**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

**Aaron Rudnick**, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,

Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain

Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

**Advisory Committee:** Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

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**MINUTES**

**Board Members in attendance:**

Adam Wilson, Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Andre Priemer, Dan Tester, Gary Davis, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Stephanie Hoffman, Tom Turner

**Advisory:** Tom Lotshaw, TRPA and Erin Casey, Placer County

**Staff in attendance:**

Cindy Gustafson, Liz Bowling, Daphne Lange, Amber Burke, Anna Atwood, Dawn Teran

**Others in attendance:**

Joy Doyle-NTBA, Betty Gorman, Carl Ribaudo

1. Call to Order – Established Quorum at 1:33pm
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.
  - Gary Davis commented regarding the new CAP Committee Meeting and Process. He is in disagreement about how the County is handling the new process to approve funding for Capital Projects. Cindy commented that the County had reached out to inform the committee chairs regarding holding funding until the revised budget can be presented; these funds are still available for funding. Erin added that the project application in question is being set aside until backup information is received by the applicant. Communication between the two parties is encouraged by Cindy.
3. NLTRA background and current perspectives on Chambers and DMO's.

Guest speakers: Betty Gorman, from B Great Leadership (former CEO of South Tahoe Chamber)  
Carl Ribaudo, President, SMG Consulting
4. Meeting review and staff direction
  - Re: Competitive Destinations Direct Market Budgets (North Lake Tahoe Resort Association Overview Slide 10): Per Brett request, Cindy to provide Budget vs. Total Units statistics.
5. Adjourned at 3:59pm. At the conclusion of the Board meeting, the Board and facilitators participated in a workshop including: building board member commitments, team-building exercises, and leadership facilitation.