

NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

Committee Members:

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

Adam Wilson, Northstar California | Brit Crezee, Sotheby's International Realty

Caroline Craffey, Tahoe Truckee Community Foundation | Christine Horvath, Palisades Tahoe | Connor McCarthy, Homewood Ski Resort

Kressa Olguin, Hyatt Regency | Kristy Olk, Resort at Squaw Creek | Melissa Burin, The Ritz-Carlton, Lake Tahoe

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe |

Wendy Hummer, EXL Media

Advisory Placer County Member: Stephanie Holloway

North Lake Tahoe Resort Association Board Member: Ray Villaman

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

as authorized by AB 361.

Meeting ID: 898 2933 8624

Passcode 645800

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

Estimated time:

- | | | |
|------------------|----|---|
| 2:00 p.m. | 1. | Call to Order – Establish Quorum |
| 2:05 p.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. |
| 2:10 p.m. | 3. | Agenda Amendments and Approval |
| 2:15 p.m. | 4. | Approval of Tourism Development Meeting Minutes from Aug 30, 2022 <i>Page 1</i> |
| 2:20 p.m. | 5. | Winter Media Recommendations & Direction – Augustine Agency <i>Page 4</i> |
| 2:50 p.m. | 6. | Tourism Development Application Process and Timeline – Kirstin Guinn |
| | 7. | Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) Click here for reports |

- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

8. Standing Reports (located on nltra.org; [here](#))

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

3:00 p.m. 9. Committee Member Comments

3:15 p.m. 10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
