

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:

Brit Crezee, Sotheby's International Realty | **Becky Moore**, Granite Peak Management
Caroline Craffey, Tahoe Truckee Community Foundation
Christine Horvath, Palisades Tahoe | **Connor McCarthy**, Homewood Ski Resort | **DJ Ewan**, Granlibakken Resort
Katie Biggers, Tahoe City Downtown Association | **Kristy Olk**, Resort at Squaw Creek
Wade Machon, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Placer County Member: **Nicholas Martin**
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:
As authorized by AB 361

<https://us02web.zoom.us/j/82413618020?pwd=bjBwTDYvZldZdU9DczNJcmNMa2VjZz09>

Meeting ID: 824 1361 8020

Passcode: 005671

One tap mobile

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AGENDA

- | | |
|------------------|--|
| 1:30 p.m. | <ol style="list-style-type: none">1. Call to Order – Establish Quorum2. 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. |
| 1:35 p.m. | <ol style="list-style-type: none">3. Welcome New Members4. Agenda Amendments and Approval5. Approval of Tourism Development Meeting Minutes from November 29, 2022 <i>Page 1</i> |
| 1:40 p.m. | <ol style="list-style-type: none">6. Appointment of New Chair and Vice Chair for 2023 (Action) |

- 1:45 p.m.** 7. NTCA Rebrand – Kirstin Guinn *Page 5*
- 1:55 p.m 8. Spring Consumer Media Campaign and Winter Consumer Media Recap/Update – Augustine
Page 15
- 2:15 p.m 9. **Event Sponsorship Action Items: Page 49**
- a) **Review and Possible Approval for Made in Tahoe 2023 Sponsorship in the amount of \$40,000
*Page 53***
 - b) **Review and Possible Approval for Oktoberfest Palisades 2023 Sponsorship in the amount of
\$20,000 – *Page 79***
 - c) **Review and Possible Approval for Big Blue Adventure 2023 Sponsorship in the amount of
\$35,000 – *Page 98***
 - d) **Review and Possible Approval for the Van Expo 2023 Sponsorship in the amount of \$15,000
*Page 130***
- 3:15 p.m. 10. Group and Leisure Sales Update – Bart Peterson *Page 137*
- 3:25 p.m. 11. Discussion on event funding presentation allocation – Kimberly Brown
12. 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
- 13 Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
14. Committee Member Comments
- 4:00 p.m.** 15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
