



**TOURISM DEVELOPMENT COMMITTEE**

**DATE:** Tuesday April 25, 2023  
**TIME:** 2:00 p.m. – 3:30 pm  
**LOCATION:** Tahoe City PUD, 221 Fairview Dr., Tahoe City

**COMMITTEE MEMBERS**

**CHAIR** BECKY MOORE, Granite Peak Management  
**VICE CHAIR**  
**NTCA BOARD REPRESENTATIVE** RAY VILLAMAN  
BRIT CREEZE, Sotheby’s International Realty  
CAROLINE CRAFFEY, SOS Outreach  
CHRISTINE HORVATH, Palisades Tahoe  
CONNOR McCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort  
KATIE BIGGERS, Tahoe City Downtown Association  
KRISTY OLK, Everline Resort & Spa  
WADE MACHON, MJD Development, Boatsworks Tahoe

**ADVISORY MEMBERS**

NICHOLAS MARTIN Placer County Executive Office

**INSTRUCTION FOR PUBLIC PARTICIPATION:**

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

<https://us02web.zoom.us/j/83175691447?pwd=WFBNaGF5VndMY2N5dWxRZGxOQnV3UT09>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or \*9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the

- 2:00 p.m. 1. Call to Order – Establish Quorum
- 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.
- 3. Agenda Amendments and Approval [ACTION]
- Page:1** 4. Approval of Tourism Development Meeting Minutes from Feb 24, 2023 [ACTION]
- Page:5** 5. Summer Campaign Overview – Kirstin Guinn
- Page:19** 6.Event Sponsorships [ACTION]
- Page:22** A. Review and Possible Approval of the Lake Tahoe Dance Festival 2023 Sponsorship of \$30,000 – Christin Hanna
- Page:47** B. Review and Possible Approval of the Adventure Van Expo 2023 Sponsorship of \$15,000 – Neil Morse
- Page:58** C.Review and Possible Approval of the Tahoe Trail 100 2023 Sponsorship of \$15,000 – Keith Prawalsky
- Page:63** D. Review and Possible Approval of the California Enduro Series 2023 Sponsorship of \$10,000 – Keith Prawalsky

7. Discussion on Event Funding Allocation

8. 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

9. Standing Reports (located on ntca.com)

- Destimetrics
- Lodging Referral Report

10. Committee Member Comments

3:30 p.m.

11. Adjournment