



**TOURISM DEVELOPMENT COMMITTEE**

**DATE:** Tuesday June 27, 2023  
**ESTIMATED TIME:** 2:00 p.m. – 3:30 pm  
**LOCATION:** Tahoe City PUD, 221 Fairview Dr.,  
Tahoe City, CA

**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

**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/81474272378?pwd=REJLLy9EQXlrdlFvTU5UQzJxWGZvQT09>

Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. 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. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.

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]
4. Approval of Tourism Development Meeting Minutes from May 30, 2023 [ACTION]
5. Event Sponsorship Grant Cycle Draft Presentation – Adam/Kim
6. Departmental Reports (The following reports are provided on [northtaoehcommunityalliance.com](http://northtaoehcommunityalliance.com) 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
7. Standing Reports (located on [northtaoehcommunityalliance.com](http://northtaoehcommunityalliance.com))
  - Destimetrics

- Lodging Referral Report

8. Committee Member Comments

3:30 p.m.

9. Adjournment