



**TOURISM DEVELOPMENT/IN-MARKET/BACC COMMITTEE**

**DATE:** Tuesday, Sept 26, 2023  
**ESTIMATED TIME:** 2:00 p.m. – 4:00 pm  
**LOCATION:** Tahoe City PUD, 221 Fairview Dr., Tahoe City, CA

**ADDITIONAL LOCATIONS:**  
Via Laietana 4, 2-2, Barcelona, Spain 8003  
692 Julie Lane, South Lake Tahoe, CA 96150

Each teleconference location is open to the public and any member of the public has an opportunity to address the TOT Committee from a teleconference location in the same manner as if that person attended the meeting location at 221 Fairview Dr, Tahoe City, CA 96145

**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/81883727505?pwd=OHIMSERqNUE0MIICT2dUWmx2eUNoUT09>

Meeting ID: 818 8372 7505, Passcode: 543458, Dial by your location +1 669 900 9128 US (San Jose)

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 meeting should attend the meeting 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]
- Page:1** 4. Approval of In-Market Tourism Development Meeting Minutes from April 25, 2023
- Page:3** 5. Approval of In-Market Tourism Development Meeting Minutes from June 27, 2023
- Page:5** 6. Approval of the Tourism Development Meeting Minutes from April 25, 2023
- Page:8** 7. Approve of BACC Minutes from October 27, 2022
- 8. Consider recommending to the Board of Directors of the North Tahoe Community Alliance that it establishes the Chamber Advisory Committee on October 4, 2023, for the purposes of supporting the strategic direction of the North Lake Tahoe Chamber, the Roadmap work and collaboration with the Business Associations, and the recommendation to the NTCA board for

the investment in community events. This committee will also recommend to the NTCA board the annual advocacy policies and positions. [Action]

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9. Consider recommending to the Board of Directors of the North Tahoe Community Alliance that it adopt the Event Investment Guiding Document for Fiscal year 2023/2024. [Action]

10. Departmental Reports (The following reports are provided on ntra.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

11. Standing Reports (located on ntca.com)

- Destimetrics
- Lodging Referral Report

12. Committee Member Comments

3:30 p.m.

13. Adjournment