

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank/Lynn Gibson**
Placer County Representative:
Chair: Brett Williams, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
 Terra Calegari, Resort at Squaw Creek | **Kimberley Kilburn**, Vail Resorts
 Judith Kline, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge
 Melissa Panico, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

- 1 pm** 1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1.05pm** 3. Agenda Amendments and Approval
4. Approval of In-Market Tourism Development meeting minutes from Nov 27, 2018 **Page 1**
- 1.10 – 1.20pm** 5. Review current state of 18.19 event budget and available remaining funds **Page 5**
- Event Presentations:**
- 1.20 – 1.35pm** 6. Lake Tahoe Dance Festival requesting additional funds for the 2019 Lake Tahoe Dance Festival **Page 9**
- 1.35 – 1.50pm** 7. Northstar California requesting sponsorship funds for the 2019 Kids Adventure Games
- 1.50 – 2:05pm** 8. Squaw Valley requesting sponsorship funds for the 2019 NASTAR National Championships **Page 28**
- Action/Motion Items:**
- 2:05 – 2:25pm** 9. Discussion and possible approval for board recommendation of opportunistic fund allocations

M/S/C

Other Items:

- 2:25 – 2:35pm** 10. Update on 2019 Touch Lake Tahoe Campaign
- Treasures of Tahoe Video #1 – Lakeside Tahoe S'mores Tour
<https://www.facebook.com/LakeTahoeNorth/videos/598323760608747/>
 - Treasures of Tahoe Video #2 – Winter Sunsets, Launch 2/4
 - Treasures of Tahoe Video #3 – Dog-Friendly Activities, Launch 2/15

- 2:35 – 2:55pm** 11. Discussion and Direction on Summer Campaigns **Page 38**
- 2019 Peak Your Adventure
 - 2019 Summerlong Music

12. Committee Member Reports/Updates from Community Partners (1-2 mins each)

13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
