

NLTRA Mission

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

Committee Members: **Chair:** Brett Williams, Agate Bay Realty | **Vice Chair:** Christine Horvath, Squaw Alpine
Eric Brandt, Destination Media Solutions | Terra Calegari, Resort at Squaw Creek
Daniel Dorr, Vail Resort | Todd Jackson, Big Blue Adventure | Judith Kline, Tahoe Luxury Properties
Becky Moore, Squaw Valley Lodge | Melissa Panico, Oliver Real Estate | Nicole Reitter, Tahoe Mountain Resort Lodging
Advisory Committee: Erin Casey, Placer County

AGENDA

TO CALL IN: 1-712-770-4040, enter code 775665#

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
4. Approval of Tourism Development Meeting Minutes from March 27, 2018 **Page 1**
5. **Action Items**
 - A. Special Partnership Funding Allocation – Amber **Page 4**
 - B. Community Marketing Grant - Squaw Valley Business Association – Amber **Page 6**
 - C. Review and Discussion for Board Approval – 3 year Tourism Development Plan – Daphne **Page 10**
6. Community Awards Update - Daphne
7. Departmental Verbal Reports
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Events & Communications – A. Burke
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency
8. Standing Reports
 - Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report

9. Committee Member Comments

10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
