

**NLTRA Mission**

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

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**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

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**AGENDA**

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

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 April 24, 2018 **Page 1**
5. **Action Items**
  - A. SMARI Research Proposal for Approval – Daphne **Page 4**
  - B. 2 Year Tourism Development Plan (Draft) for Approval - Daphne
6. Review of Tourism Development Committee Meetings Schedule for 2018 - Daphne
7. Visiting Lake Tahoe website - Daphne
8. 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
9. Standing Reports
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report

**10. Committee Member Comments**

**11. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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