



north lake tahoe

TOURISM DEVELOPMENT MEETING

Date: Tuesday, October 23rd, 2018

Time: 2 pm – 4 pm

Location: Tahoe City PUD

221 Fairway Dr., Tahoe City, CA

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
Kelly Campbell, Vail Resorts | Todd Jackson, Big Blue Adventure | Judith Kline, Tahoe Luxury Properties
Becky Moore, Squaw Valley Lodge | Melissa Panico, MAP Events | Nicole Reitter, Tahoe Mountain Resort Lodging
Advisory Committee: Erin Casey, Placer County

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 June 26, 2018** **Page 1**
5. Winter Tourism Development Efforts Preview - Presentations from Abbi Agency, Augustine and Staff **Page 7**
6. 18/19 Marketing Budget Update - Daphne
7. **Action Items:**
 1. **Review and approval of a restructure of an agreement to sponsor the 2019 WinterWonderGrass Squaw event.** **Page 27**
 2. **Review and approval of an amendment to the 18.19 Event Scope of Work agreement with The Abbi Agency to contract services to cover the 2019 WinterWonderGrass Squaw event.** **Page 35**
 3. **Review and approval of an agreement to sponsor the 2019 Spartan World Championships at Squaw Valley.** **Page 41**
 4. **Discuss and approve new meeting time**
8. Departmental Verbal Reports **Page 79**
 - CEO Update – C. Gustafson
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Events & Marketing – A. Burke
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency

9. Standing Reports **Page 154**

- 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
