

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: (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. Review of Summer Efforts and Preview of Fall Content Initiatives – Allegra (Abbi Agency) **Page 5**
6. Discussion on proposal of North Lake Tahoe involvement of IMAX movie to film in February – Daphne **Page 15**
7. TBID Research Efforts – Cindy
8. Update on RASC Efforts – Cindy
9. Update on Peter Greenberg Film Shoot and Radio Broadcast - Daphne
10. **Action Items:**
 1. **Review and approval of a restructure of the Business Association & Chamber Collaborative (BACC) Committee.** **Page 42**
 2. **Review and approval of an agreement to sponsor the 2019 No Barriers Summit.** **Page 44**
 3. **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 No Barriers Summit.**
 4. **Review of the TCDA and NTBA fireworks contracts for 2019.** **Page 52**
 5. **Review and approval of an agreement to sponsor the 2019 Broken Arrow Skyrace.** **Page 55**
11. Presentation by Cherie Bortnick, Dr. of Business Development, Destinations for Spartan

12. Discussion of a 2019 Spartan World Championship sponsorship – Amber **Page 63**

13. Special Event Partnership Funding – Application Process Update - Amber **Page 84**

14. 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

15. Standing Reports

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

16. Committee Member Comments

17. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
