

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
 Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Greg Long, Incline Community Business Association | **Paul Raymore**, 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**
 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
 Amber Kennedy, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore
 Wendy Hummer, EXL Media
 Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (712) 770-4010 Access code: 775665#

- 1:00 p.m.** **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.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 4. Approval of In-Market Tourism Development meeting minutes from May 28, 2019** Page 1
- 5. Action/Motion Items:**
 - 1:10 p.m. 1. Winter Lakeside Plan for Discussion & Approval Page 3
 - 1:30 p.m. 2. Year-round Shopping Plan for Discussion Page 7
- Other Items:**
 - 1:50 p.m. **6. Partnership Funding Application Process Update** Page 10
 - 1:55 p.m. 7. Committee Member Reports/Updates from Community Partners (1-2 mins each)
 - 2:00 p.m. 8. Adjournment

