

NLTRA Mission

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

Committee Members: **Chair: Becky Moore**, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
 Amber Kennedy, Tahoe Getaways | **Judith Kline**, Tahoe Luxury Properties
Kimberley Kilburn, Vail Resorts | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
Terra Calegari, Resort at Squaw Creek | **Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media
 NLTRA Board Member: **Brett Williams**
 Advisory Board Member: **Erin Casey**, Placer County

AGENDA

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

Estimated Time	
2:00 p.m.	1. Call to Order – Establish Quorum
2:05 p.m.	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.
2:10 p.m.	3. Agenda Amendments and Approval
2:15 p.m.	4. Approval of Tourism Development Meeting Minutes from June 25, 2019 and Aug 27, 2019 Page 1
2:20 p.m.	5. 2020 Spartan Event Discussion – Amber & Cherie
2:50 p.m.	6. 19/20 Winter Season Media Plan and Creative Review – Augustine Page 4
3:20 p.m.	7. 19/20 Winter Season PR, Social Media and Content Review – Abbi Page 24
3:45 p.m.	8. Overview of committee member terms & new call for applicants – Bonnie or Sarah Page 35
4:05 p.m.	10. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click here for reports) <ul style="list-style-type: none"> • Conference Sales & Leisure Sales • Public Relations – The Abbi Agency
	11. Standing Reports (located on nltra.org; here) <ul style="list-style-type: none"> • Destimetrics Report • Conference Activity Report
	12. Committee Member Comments

13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
