

### **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: Becky Moore**, Granite Peak Management | **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

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### **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. | <b>Agenda Amendments and Approval</b>   |
| 2:15 p.m. | 4. | <b>Approval of Tourism Development Meeting Minutes from June 25, 2019, Aug 27, 2019 and September 24, 2019</b> <span style="background-color: yellow;">Page 1</span>  |
| 2:20 p.m. | 5. | Action Items:<br>a. Spartan North American Championship 2020 contract <span style="background-color: yellow;">Page 3</span><br>b. Fallon Multimedia Website content management contract <span style="background-color: yellow;">Page 40</span><br>c. WinterWonderGrass 2020 contract <span style="background-color: yellow;">Page 48</span> |
| 3:30 p.m. | 6. | Committee Appointment Seats – Amber <span style="background-color: yellow;">Page 66</span>  |
| 3:40 p.m. | 7. | 2020 Partnership Funding Verbal Update - Katie  |
| 3:45 p.m. | 8. | Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click <a href="#">here</a> for reports) <ul style="list-style-type: none"><li>• Conference Sales</li><li>• Leisure Sales</li><li>• Events</li><li>• Public Relations – The Abbi Agency</li></ul>    |
|           | 9. | Standing Reports (located on nltra.org; <a href="#">here</a> ) <ul style="list-style-type: none"><li>• Destimetrics Report</li></ul>  |

- Conference Activity 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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