

## **In-Market Tourism Development Committee**

Date: Tuesday, November 19, 2019

Time: 1pm

Location: Tahoe City PUD

221 Fairway Dr. Tahoe City, CA 96145

## **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 I 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
  - Approval of In-Market Tourism Development meeting minutes from May 28, 2019 and September
     24, 2019 Page 1
  - 5. Action/Motion Items:

1:10 p.m. 1. Approval of Partnership Funding Allocations – Katie Page 5

1:20 p.m. 2. Approval of Year-Round Shopping Scope of Work – Amber Page 9

1:40 p.m. 3. Approval of Winter Lakeside Campaign Scope of Work – Amber

## Other Items:

2:00 p.m. **6.** Summerlong Music Recap – Julie Stanley/Tahoe.com

2:15 p.m. 7. TBID Update - Liz

- 2:20 p.m. 8. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:25 p.m. 9. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org