

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**, 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

AGENDA

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

Estimated
Time

- | | | |
|-----------|-----|--|
| 2:30 p.m. | 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. |
| 2:35 p.m. | 3. | Agenda Amendments and Approval |
| | 4. | Approval of Tourism Development Meeting Minutes from Oct 29, 2019 Page 1 |
| | 5. | Action Items: |
| 2:40 p.m. | | a. Review of Tourism Development Applicants and Recommendation to the Board - Sarah Page 4 |
| 3:00 p.m. | | b. 2020 Broken Arrow Skyrace Sponsorship – Katie Page 5 |
| 3:20 p.m. | | c. 2020 Tahoe Lacrosse Tournament Sponsorship – Katie Page 13 |
| 3:30 p.m. | 6. | 2019 AF&W Recap Presentation & 2020 Conversation – Kelly Campbell |
| 3:50 p.m. | 7. | 2020 Enduro World Series Continental Series Presentation – Kelly Campbell |
| 4:05 p.m. | 8. | RFP Process Update – Amber Page 19 |
| | 9. | 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 • Advertising – Augustine |
| | 10. | Standing Reports (located on nltra.org; here) |

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

11. Committee Member Comments

12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
