



MEMORANDUM

Date: November 19, 2019

TO: North Lake Tahoe Resort Association Tourism Development Committee

FROM: Sarah Winters, Director of Sales

RE: Committee Member Recruitment

Action Requested:

During this Tourism Development Committee meeting, we are asking that our committee members put forth a recommendation to the NLTRA Board of Directors for the open seats on the tourism development committee. We are asking this committee to review all applicants and recommend for the current opening seats:

- Pool A: (3) open seats for the open one-year term
- Pool C: (3) open seats for the three-year term

North Lake Tahoe reached out and asked existing committee members to submit a proposal to stay on the committee and those who would like to extend are in the pool of applicants:

- Judith Kline, Tahoe Luxury Properties, looking to renew for a (3) year term in Pool C
- Christine Horvath, Squaw Valley | Alpine Meadows, looking to renew for a (1) year term in Pool A

New Applicants:

- Pool A: 1-year term
 - Emily Mcallister
 - Lisa Nigon
 - Jenny Kendrick
- Pool C: 3-year term
 - Carlyne Fajkos
- Applicants open to both Pool A & Pool C
 - Susan Redding
 - Shawna Faris
 - Jenny Kendrick (prefers one year-term)

Background:

At the end of each year, three (3) seats from the committee open up and we are currently looking for interested community members to join for the January 2020 to December 2020 term.

The Tourism Development Committee is a crucial component of the NLTRA organization and members offer their expertise and advise to ensure the regional marketing, PR and sales efforts fulfill the organizational

mission of promoting tourism and benefiting business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.