

### 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  
**Lisa Nigon**, Homewood Mountain Resort | **Brit Crezee**, Sotheby's Intl' Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe  
**Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media | **Carlynn Fajkos**, Tahome Marketing  
    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.      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.  |
| 2:05 p.m. | <b>3.      Agenda Amendments and Approval</b>  |
| 2:10 p.m. | <b>4.      Approval of Tourism Development Meeting Minutes from Jan 28, 2020</b> <b>Page 1</b>   |
| 2:15 p.m. | 5.      Introduce new NLTRA CEO  |
| 2:20 p.m. | 6.      2020 Lake Tahoe Dance Collective Event Sponsorship Presentation – Christin Hanna <b>Page 4</b>   |
| 2:35 p.m. | 7.      2020 Halloweekends at Homewood Event Sponsorship Presentation – Lisa Nigon <b>Page 74</b>  |
| 2:50 p.m. | 8.      2020 Independence Day Fireworks Presentation – Kylee Bigelow, Alyssa Riley   |
| 3:05 p.m. | <b>9.      Action Items:</b><br>a. <b>Approval of Tahoe City Downtown Association Fireworks Sponsorship Contract</b> <b>Page 110</b><br>b. <b>Approval of North Tahoe Business Association Fireworks Sponsorship Contract</b> <b>Page 115</b><br>c. <b>Discussion and Possible Approval of 2020 North American Continental Enduro Series Event Sponsorship</b> <b>Page 119</b><br>d. <b>Discussion and Possible Approval of 2020 Lake Tahoe Dance Collective Event Sponsorship</b><br>e. <b>Discussion and Possible Approval of 2020 Halloweekends at Homewood Event Sponsorship</b><br>f. <b>Discussion and Possible Approval of 2020 Autumn Food &amp; Wine Festival Event Sponsorship</b> |
| 4:05 p.m. | 10.     CAP Committee Presentations Timeline and Background – Bonnie Bavetta   |
| 4:10 p.m. | 11.     NLT Destination Video – Amber Burke  |

- 4:15 p.m. 12. NLT Revised Personas – Amber Burke [Page 125](#)
- 4:20 p.m. 13. Update on Committee Roster – Sarah Winters
14. Departmental Reports (The following reports are provided on [nltra.org](http://nltra.org) monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
- Conference Sales
  - Leisure Sales
  - Events
  - Public Relations – The Abbi Agency
  - Advertising – Augustine
15. Standing Reports (located on [nltra.org](http://nltra.org); [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
  - Reno-Tahoe Airport Authority Monthly Flight Schedule
- 4:25 p.m. 16. Committee Member Comments
- 4:30 p.m. 17. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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