



In-Market Tourism Development Committee
Date: Tuesday, March 24, 2020
Time: 1pm
Location: GoToMeetings (see link and call-in phone number below)

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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: **Jim Phelan**
 Placer County Representative: **Emily Setzer**
Chair: Brett Williams, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
 Carlynn Fajkos, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort
 Judith Kline, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge
 Susan Redding, Hyatt Regency, Lake Tahoe | **Brit Crezee**, Sotheby's International Realty
 Amber Kennedy, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore
 Jenny Kendrick, East River Public Relations | **Wendy Hummer**, EXL Media
 Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (571) 317-3129 Access 731-209-101#

- 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**
- 4. Approval of In-Market Tourism Development meeting minutes from Nov 19, 2019** **Page 1**

- 1:10 p.m. 5. North Lake Tahoe COVID-19 Response and Action Plan - Jeff Hentz
- 1:20 p.m. Other Items:
8. 19.20 Winter Lakeside In-Market Campaign Update [Page 4](#)
9. 19.20 Year-Round Shopping In-Market Campaign Update [Page 9](#)
10. 19.20 Summer Mountainside In-Market Campaign Discussion and Staff Direction [Page 13](#)
- 1:45 p.m. 11. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 1:50 p.m. 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
