

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair: Samir Tuma**, Tahoe City Lodge

Secretary: Brett Williams, Agate Bay Realty

Christine Horvath, Squaw Alpine | **Greg Gooding**, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe
Jon Slaughter, Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**,
Homewood Mountain Resort | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office

Join Zoom Meeting

<https://zoom.us/j/256988725?pwd=bVJFRmdSbE0yeVdPVVl3YTF5WlVqUT09>

Meeting ID: 256 988 725

Password: 657119

Call-In Number:

+1(669) 900-9128

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- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 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.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- Page: 1** A. NLTRA Board Meeting Minutes from March 11, 2020 [Link to preliminary online document](#)
Page: 4 B. Approval of NLTRA Financial Statements of Feb 29, 2020
Page: 23 C. Approval of CEO Expense Report for Feb 2020

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting March 25, 2020
- Tourism Development Committee March 24, 2020
- In-Market Tourism Development Committee March 24, 2020

- 8:50 a.m.**
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6. Action Items
- A. RFP Update – Andy/Amber/Jeff
 - B. Appointed BOD Seats
 - C. Election/Nomination of Officers
- 9:30 a.m.**
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7. Informational Updates/Verbal Reports
- A. COVID-19 Response and Action Plan - Jeff
 - B. Marketing Cooperative Advertising Update – Jeff/Andy/Amber
 - C. TBID Update
- 10:30 a.m.**
8. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report Feb 29, 2020
 - B. Conference Revenue Statistics Report Feb 2020
 - C. Reno Tahoe Airport – Flight Schedule April 2020
 - D. Tourism Development Report on Activities, Feb 2020
 - E. Visitor Information Center Visitor Report, Feb 2020
 - F. Chamber of Commerce Report, Feb2020
 - G. North Lake Tahoe Marketing Coop Financial Statements Feb 2020
 - H. Membership Accounts Receivable Report Feb 2020
 - I. Financial Key Metrics Report Feb 2020
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- 10:35 a.m.** 9. CEO and Staff Updates
- 10:40 a.m.** 10. Directors Comments
- 10:45 a.m.** 11. Meeting Review and Staff Direction
12. Closed Session
13. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org