



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, March 24, 2020

Time: 2:00pm.

Location: Online via GoToMeetings

Please join my meeting from your computer, tablet or smartphone.

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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: 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

Jenny Kendrick, East River Public Relations | **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: (571) 317-3129 Access: 731 209 101#

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. 3. **Agenda Amendments and Approval**
- 4. **Approval of Tourism Development Meeting Minutes from Feb 25, 2020** **Page 1**
- 2:10 p.m. 5. CAP Committee Projects and Discussion **Page 5**
 - 1. Regional Sports Facility Park (NTPUD) – Loren Holt & Brad Johnson **Page 7**

2. Kilner Park (TCPUD) – Sean Barclay & Kim Boyd [Page 13](#)
3. Tahoe City Community Tree (TCDA) – Kylee Bigelow [Page 19](#)
4. Clean Up Lake Tahoe – Colin West & Meghan Burk [Page 21](#)

- 3:10 p.m. 6. Fiscal Year 19.20 6-Month Update Presentation – Sarah Winters/Amber Burke/Liz Bowling [Page 24](#)
- 3:40 p.m. 7. Discussion on future of the Autumn Food & Wine Festival - Katie Biggers/Amber Burke [Page 43](#)
- 4:00 p.m. 8. 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)
- Conference Sales
 - Leisure Sales
 - Events
 - Public Relations – The Abbi Agency
 - Advertising – Augustine
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 4:05 p.m. 10. Committee Member Comments
- 4:15 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
