



**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

**Join Zoom Meeting**

<https://us02web.zoom.us/j/85991025602?pwd=WVp5dEZZQUhJRFc5RUtRdk9tYkNkQT09>

**Meeting ID: 859 9102 5602**

**Password: 753877**

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. | <b>Agenda Amendments and Approval</b>   |                |
| 2:10 p.m. | 4. | <b>Approval of Tourism Development Meeting Minutes from Mar 24, 2020</b>  | <b>Page 1</b>  |
| 2:15 p.m. | 5. | COVID-19 Response Efforts - Jeff <ul style="list-style-type: none"> <li>• Review of Stronger Together &amp; Smarter Together – Liz <b>Page 3</b></li> <li>• Review of North Lake Tahoe Business Gift Card Program – Sarah</li> <li>• Update on Tourism Recovery Action Plan - Jeff</li> </ul>   |                |
| 2:45 p.m. | 6. | <b>Action Item:</b> <ul style="list-style-type: none"> <li>a. <b>Squaw Valley Drive in Movie Theater – Amber/Aaron Tippett</b></li> </ul>   | <b>Page 6</b>  |
| 3:00 p.m. | 7. | Regional Event Update - Katie   | <b>Page 15</b> |
| 3:10 p.m. | 8. | 2019/2020 Budget Reforecast Overview – Bonnie/Jeff  |                |

- 3:20 p.m. 9. Review of SMARI COVID-19 Domestic Leisure Traveler Sentiment Study – Amber **Page 17**
- 3:35 p.m. 10. Update on direction of NLT Consumer Recovery Advertising & Public Relations Plan – Jeff/Amber/Liz
11. 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
12. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
13. Committee Member Update/Comments
14. Adjournment

*This meeting is wheelchair accessible*

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

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