

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: **Aaron Rudnick and/or Karen Plank**
 Placer County Representative:
Chair: Becky Moore, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine
 Carlyne Fajkos, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort
 Judith Kline, Tahoe Luxury Properties | **Brett Williams**, Agate Bay Realty
 Susan Redding, Hyatt Regency, Lake Tahoe | **Brit Crezee**, Sotheby's International Realty
 Amber Kennedy, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore
 Wendy Hummer, EXL Media
 Advisory Board Member: **Erin Casey**, Placer County

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/88163987466?pwd=eHdmYlVlY21FZUdqalQyM29GQjJDZz09>

Meeting ID: 881 6398 7466

Password: 972131

Dial by your location

+1 669 900 9128 US (San Jose)

- 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 Mar 24, 2020** **Page 1**
- 1:10 p.m** **5. Action/Motion Items:**
 a. Squaw Valley Business Association 18.19 Community Marketing Grant Recap Presentation -
 Caroline Ross - **Page 5**

b. Squaw Valley Business Association 19.20 Community Marketing Grant Proposal and

Funding Request - Caroline Ross Page 6

c. Northstar 18.19 Community Marketing Grant Recap Presentation - Jeffery Kabigting **Page 8**

d. Northstar 19.20 Community Marketing Grant Proposal and Funding Request - Jeffery

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e. West Shore Association 18.19 Community Marketing Grant Recap Presentation - Lisa Nigon

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f. West Shore Association 19.20 Community Marketing Grant Proposal and Funding Request -

Lisa Nigon Page 14

g. In-Market Recovery Campaign Approval - Amber Burke Page 16

2:30 p.m

Other Items:

6. Update on Special Event Partnership Funding Events - Katie Biggers **Page 34**

7. Update on Gift Card Program & Tahoe Truckee Shop Local - Sarah Winters

8. Update on COVID efforts - Jeff Hentz

3:00 p.m.

9. Committee Member Reports/Updates from Community Partners (1-2 mins each)

3:10 p.m.

10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
