

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: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts
Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan | Tahoe City Marina
Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort
Greg Gooding, Resort at Squaw Creek | **Andre Priemer,** Ritz-Carlton, Lake Tahoe
Brett Williams, Agate Bay Realty | **Stephanie Hoffman,** Granlibakken Tahoe | **Tom Turner,** Tahoe Restaurant Collection
Karen Plank, Placer County Appointee | **Jeff Cowen,** TRPA
Advisory Committee: **Erin Casey,** Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/85265009883?pwd=TIJpMjZvY2xFZTBXdzd5bFQ4MUFHUT09>

Meeting ID: 852 6500 9883

Password: 994967

+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 May 6, 2020 [Link to preliminary online document](#)
Page: 5 B. Approval of NLTRA Financial Statements of April 30, 2020
Page: 24 C. Approval of \$5,000 sponsorship of the Lake Tahoe Dance Festival virtual event
Page: 30 D. Approval of \$10,000 Community Marketing Grant for the Squaw Valley Business Association
Page: 34 E. Approval of \$10,000 Community Marketing Grant for the West Shore Association
Page: 39 F. Approval of \$42,000 In-Market Recovery Campaign

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

- Finance Committee Meeting May 27, 2020
- Tourism Development Committee May 26, 2020
- In-Market Tourism Development Committee May 26, 2020

8:50 a.m.

5. Action Items

Page:

Page:

Page: 54

Page: 56

- A. 20.21 NLTRA Budget Review & Approval – Bonnie/Jeff
- B. 20.21 County of Placer Agreement & Scope of Work Review & Approval - Bonnie/Jeff
- C. Housing Deed Restriction & Incentive Program Presentation (possible action) – Emily Setzer/Jennifer Merchant
- D. Bank account authorized signers’ approval

9:30 a.m.

6. Informational Updates/Verbal Reports

- A. Update on Re-opening – Jeff
- B. Visitors Readiness Guide Update – Amber
- C. Marketing Cooperative Update – Jeff/Bonnie

10:30 a.m.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

Page: 58

Page: 59

Page: 62

Page: 70

Page: 73

Page: 76

Page: 77

Page: 83

Page: 84

Page: 85

- A. Destimetrics Report Apr 30, 2020
- B. Conference Revenue Statistics Report Apr 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Apr 2020
- D. Tourism Development Report on Activities, Apr 2020
- E. Event Update – Cancelled/Postponed Events, Apr 2020
- F. Visitor Information Center Visitor Report, Apr 2020
- G. North Lake Tahoe Marketing Coop Financial Statements Apr 2020
- H. Membership Accounts Receivable Report Apr 2020
- I. Financial Key Metrics Report Apr 2020
- J. COVID-19 Update

10:35 a.m.

8. CEO and Staff Updates

10:40 a.m.

9. Directors Comments

10:45 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org