



north lake tahoe

Chamber | CVB | Resort Association

**TOURISM DEVELOPMENT MEETING**

Date: Tuesday, May 26, 2020

Est. Time: 2:30 – 4p.m.

Location: Virtual Zoom Meeting

**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  
**Carlyne Fajkos**, Tahome Marketing | NLTRA Board Member: **Brett Williams**, Agate Bay Realty  
    Advisory Board Member: **Erin Casey**, Placer County

**AGENDA**

Join Zoom Meeting

<https://us02web.zoom.us/j/88163987466?pwd=eHdmYlViY21FZUdqa1QyM29GQjJkZz09>

Meeting ID: 881 6398 7466

Password: 972131

**+1 669 900 9128 US (San Jose)**

Estimated Time

- |           |   |
|-----------|---|
| 2:30 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.  |
| 2:35 p.m. | 3. <b>Agenda Amendments and Approval</b>  |
|           | 4. <b>Approval of Tourism Development Meeting Minutes from April 28, 2020</b> <b>Page 1</b>   |
|           | 5. <b>Lake Tahoe Dance Festival Virtual Event Sponsorship Request (Action Item) - Christin Hanna</b> <b>Page 3</b>  |
|           | 6. North Lake Tahoe Visitor “Know Before You Go” Guide Update - Amber Burke <b>Page 9</b>   |
|           | 7. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click <a href="#">here</a> for reports) <ul style="list-style-type: none"> <li>● Conference Sales</li> <li>● Leisure Sales</li> <li>● Events</li> <li>● Public Relations – The Abbi Agency</li> <li>● Advertising – Augustine</li> </ul> |

8. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
9. Committee Member Comments
10. Adjournment

*This meeting is wheelchair accessible*

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

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