



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, August 25, 2020

Time: 2:00 – 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.

[Cite your source here.]

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

Join Zoom Meeting

<https://us02web.zoom.us/j/88507717726?pwd=NWFOQmtHTnJDNWhVQVdpOWI1YWwErUT09>

Meeting ID: 885 0771 7726

Passcode: 973448

+1 669 900 9128 US (San Jose)

AGENDA

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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from June 23, 2020** Page 1
5. **Action Items:**
 - a. **Discussion and possible approval of an event sponsorship for the 2021 North American Spartan Championships at Squaw Valley - Katie Biggers & Cherie Bortnick (20 mins)** Page 4
6. Virtual Event Sponsorship Policy Discussion - Katie Biggers (20 mins) Page 39
7. Consumer Marketing Recovery Campaign Overview - Augustine Agency Team (20 mins) Page 42
8. Consumer Social Media & Content Update - Abbi Agency Team (10 mins) Page 55
9. 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
 - Social Media - The Abbi Agency
 - Public Relations & Communications - Liz Bowling

- Advertising - Augustine Agency
10. Standing Reports (located on nltra.org; [here](#))
 - Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
 11. Committee Member Comments
 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
