



### **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 | **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/81493913882?pwd=aEtZbTliRVJFLy93NExLOdVYd2dRdz09>

**Meeting ID: 814 9391 3882**

**Passcode: 520814**

**Dial by your location**

**+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 October 27, 2020** **Page 1**
5. **Action Items:**
  - a. **Recommendation on Candidates to Fill Committee Open Seats - Sarah Winters** **Page 5**
6. Update on Winter Consumer Media Plan & Creative - Augustine & Richter 7 **Page 18**
7. Update on Winter Social Media & Content Campaigns - The Abbi Agency **Page 40**
8. Sales Update, Conference & Leisure - Sarah Winters **Page 49**
9. Welcome to Winter Toolkit Update - Liz Bowling
10. Restaurant Operations Update for Winter - Liz Bowling
11. PR Summit Update - Liz Bowling

12. 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
  
13. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
  
14. Committee Member Comments
  
15. Adjournment

*This meeting is wheelchair accessible*

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

---