
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Ron Cohen, Squaw Valley Alpine Meadows | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort |

David Lockard, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | **Stephanie Hoffman**, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection | **Samir Tuma**, Tahoe City Lodge

Dave Wilderotter, Tahoe Daves

Melissa Siig, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc. | **Dan Tester**, Squaw Valley Business Assoc.

Advisory member: **Jeff Cowen**, TRPA

Advisory member: **Nick Martin and Lindsay Romack**, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/82968523606?pwd=cU0xeIlxSGZ0ekgzQ2oyZFbnWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

Dial by your location

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:30 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.
- 8:35 a.m.** 3. Board Member Introductions
- 8:45 a.m.** 4. Agenda Amendments and Approval
- 8:50 a.m.** 5. 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 June 9, 2021 [Link to preliminary online document](#)
- Page:5** B. NLTRA Special Board of Directors Meeting Minutes June 11, 2021 [Link to preliminary online document](#)
- Page:8** C Approval of preliminary NLTRA Financial Statements of May 31, 2021
- Page:28** D. Approval of CEO Expense Reports for May 2021

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

- Finance Committee Meeting June 29, 2021
- Tourism Development Committee June 29, 2021
- In-Market Tourism Development Committee Mar 25, 2021

8:55 a.m.

6. Action Items

- A. Election of new Officers - Jeff
- B. Review and Approval of Scope of Work and Agreement for TCDA and NTBA - Jeff
- C. Review and Approval of NLTRA FY 2021/22 Scope of Work and Budget Addendum for Augustine Agency Services – Jeff/Amber
- D. Review and Approval of the 3-Year NLTMC Agreement with Augustine Agency for Advertising, Marketing and Design Services Jeff/Amber
- E. Review and Approval of Winter Microtransit Pilot Program Funding Request with FY 2019/20 Transient Occupancy Tax Fund Balance as a Result of TBID Formation - Lindsay

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10:10 a.m.

7. Informational Updates/Verbal Reports

- A. Coraggio Group Update - Matthew
- B. TBID Committees - Jeff
- C. TBID Update - Jeff

10:50 a.m.

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

- A. Destimetrics Report May 31, 2021
- B. Conference Revenue Statistics Report May 2021
- C. Tourism Development Report on Activities, May 2021
- D. Reno Tahoe Airport Report, May 2021
- E. Visitor Information Center Visitor Report, May 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- G. Membership Accounts Receivable Report May 2021
- H. Financial Key Metrics Report May 2021

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10:50 a.m.

9. CEO and Staff Updates

10:55 a.m.

10. Directors Comments

11:00 a.m.

11. Meeting Review and Staff Direction

12. Adjournment

