
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. Agenda Amendments and Approval
- 8:40 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 July 7, 2021 [Link to preliminary online document](#)
- Page: 5** B. NLTRA Special Board of Directors Meeting Minutes July 13, 2021 [Link to preliminary online document](#)
- Page: 7** C. Approval of Broken Arrow Live Streaming Sponsorship \$5,000

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

- Finance Committee Meeting Aug 24, 2021
- Tourism Development Committee Aug 24, 2021
- In-Market Tourism Development Committee Mar 25, 2021

8:45 a.m.

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5. Action Items

- A. NLT Coop Budget 2021.22
- B. NLTRA Bank Account Signatories
- C. Communications and Digital Marketing Contracts

9:10 a.m.

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6. Informational Updates/Verbal Reports

- A. NLTRA 2020/21 Annual Report to County of Placer
- B. TBID Appeals Process and Results
- C. County of Placer Short Term Rental Moratorium

10:40 a.m.

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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.

- A. Destimetrics Report July 31, 2021
- B. Conference Revenue Statistics Report July 2021
- C. Tourism Development Report on Activities, July 2021
- D. Reno Tahoe Airport Report, July 2021
- E. Visitor Information Center Visitor Report, July 2021
- F. Preliminary NLTRA Financial Statements of June 30 & July 31, 2021
- G. Preliminary North Lake Tahoe Marketing Coop Financial Statements July 31, 2021
- H. Membership Accounts Receivable Report July 2021
- J. Financial Key Metrics Report July 2021
- J. NLTRA Annual Report 2020/21

10:40 a.m.

8. CEO and Staff Updates

10:50 a.m.

9. Directors Comments

10:55 a.m.

10. Meeting Review and Staff Direction

11:00 a.m.

11. Closed Session

11:00 a.m.

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org