

## NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

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**Committee Members:**      **Chair:** **Caroline Ross**, Squaw Valley Business Association  
**Stephen Lamb**, PlumpJack Inn | **Katherine Hill**, Tahoe City Downtown Association  
**Sarah Otero**, Wanda's Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing  
**Greg Long**, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association  
**Amy Kyleberg** | Northstar | **Patrick Lacey**, Homewood Mountain Resort  
**Katie Biggers**, North Lake Tahoe Resort Association  
North Lake Tahoe Resort Association Board Member: **Jim Phelan**  
Placer County Representative | **Nicholas Martin**

**Chair:** **Carlyne Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management  
**Brit Crezee**, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty  
**Christine Horvath**, Palisades Tahoe | **Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,  
**Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar California  
**Tyler Gaffaney**, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe  
**Wendy Hummer**, EXL Media  
Advisory Board Member: Nicholas Martin and Lindsay Romach  
North Lake Tahoe Resort Association Board Member: Ray Villaman | Brett Williams

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## AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89943826006?pwd=d3duMnowNHdZSTgybTh6NHVRZG44dz09>

Meeting ID: 899 4382 6006

Passcode: 684785

One tap mobile

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.**      **1. Call to Order – Establish Quorum**
- 2. Public Forum-**Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1:05 p.m.**      **3. Agenda Amendments and Approval**
- 1:05 p.m.**      **4. Approval of In-Market Tourism Development meeting minutes from May 25, 2021** **Page 1**

**Action Items:**

- 1:10 p.m.**     **5. Annual Media Plan Recommendations - Amber Burke/Augustine Agency** **Page 4**
- 1:40 p.m.**     **6. 21.22 Events Partnership Funding Cycle Update - Katie Biggers** **Page 31**
- 1:50 p.m.**     **7. Yiftee NLT Gift Card Program Update - Katie Biggers**
- 2:00 p.m.**     **8. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- 9. Adjournment**

*This meeting is wheelchair accessible*

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

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