north lake tahoe
Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING
Date: Tuesday, Oct 26, 2021
Estimated Time: 2 -4 pm
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.

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

Join Zoom Meeting

https://us02web.zoom.us/j/88621318236?pwd=TTBPSUtCV3RiYjdia3JiWTZCUUpoQT09

Meeting ID: 886 2131 8236

Passcode: 771481

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

2:00 p.m.	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.
2:00 p.m.	**3.**	**Agenda Amendments and Approval**
2:00 p.m.	**4.**	**Approval of Tourism Development Meeting Minutes from Sept 28, 2021** **Page 1**
2:05 p.m.	5.	Spartan 2022 Event Presentation - Cherie Bortnik, Spartan **Page 4**
2:20 p.m	6.	Tough Mudder 2022 Event Presentation - Cherie Bortnik, Spartan **Page 8**
2:35 p.m.	7.	Broken Arrow 2022 Event Presentation - Brendan Madigan, Broken Arrow Skyrace **Page 25**
2:50 p.m.	8.	Homewood Pride Ride 2022 Event Presentation - Patrick Lacey, Homewood **Page 41**
3:05 p.m.	**9.**	**Action Items:** **a) Review and Approval of Spartan 2022 Event Sponsorship** **b) Review and Approval of Tough Mudder 2022 Event Sponsorship**

c) **Review and Approval of the Broken Arrow 2022 Event Sponsorship**
d) **Review and Approval of the Homewood Pride Ride 2022 Event Sponsorship**

3:25 p.m. 10. Winter Consumer Media Plan - Augustine Agency | Amber Burke **Page 82**

3:45 p.m. 11. NLTRA CEO and TBID Update - Bonnie Bavetta

3:55 p.m. 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
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

13. Standing Reports (located on nltra.org; here)

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

3:55 p.m. 14. Committee Member Comments

4:00 p.m. 15. Adjournment

This meeting is wheelchair accessible *Posted online at www.nltra.org*