

NLTRA Mission

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

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
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: **Carlynn 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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81683717330?pwd=TGhXV0FkdIRRWmFoNDN2Y0JGRVoxUT09>

Meeting ID: 816 8371 7330

Passcode: 524505

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 Sept 28, 2021** **Page 1**
- 1:10 p.m.** **5. Approval of Partnership Funding Recommendations - Katie Biggers** **Page 4**

- 1:25 p.m. 6. In-Market Advertising Update – Augustine/Amber Burke **Page 7**
- 1:50 p.m. 7. Review of 2022 Meeting Schedule **Page 21**
- 1:55 p.m. 8. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:00 p.m. 9. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
