

### **NLTRA Mission**

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

**Chair:** Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

**Brett Williams**, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Palisades Tahoe

**Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar

**Tyler Gaffaney**, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media

Advisory Board Member: **Stephanie Holloway**

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### **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)

Passcode: 524505

### **AGENDA**

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|------------------|--|
| <b>2:00 p.m.</b> | 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. |
| <b>2:05 p.m.</b> | 3. <b>Agenda Amendments and Approval</b>   |
| <b>2:05 p.m.</b> | 4. <b>Approval of Tourism Development Meeting Minutes from Oct 26, 2021</b> <b>Page 1</b>  |
| <b>2:10 p.m.</b> | 5. <b>Committee Recommendation of Pool B Renewals</b> <b>Page 5</b>  |
| <b>2:20 p.m.</b> | 6. <b>Approval of the 2022 Tourism Development Committee Meeting Schedule</b> <b>Page 6</b>  |
| <b>2:30 p.m.</b> | 7. <b>Event Sponsorship Action Items:</b>  |
|                  | a) <b>Review and Approval of WinterWonderGrass 2022 Sponsorship</b> <b>Page 7</b>  |
|                  | b) <b>Review and Approval of Lacrosse Tournament 2022 Sponsorship</b> <b>Page 23</b>   |

- 3:30 p.m.** 8. 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
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 3:30 p.m.** 10. Committee Member Comments
- 4:45 p.m.** 11. Adjournment

*This meeting is wheelchair accessible*

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

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