

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 | **Kylee Bigelow**, 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 | **Julie Malkin-**

Manning, Incline Village 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 | **Christine Horvath**, Palisades Tahoe

Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,

Ray Villaman, Tahoe Restaurant Group | **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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

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**
- 5. Approval of In-Market Tourism Development meeting minutes from Nov 23, 2021** **Page 4**

- 1:10 p.m. 6. Election of Committee Chair/Vice Chair for 2022
- 1:20 p.m. 7. Update on Partnership Funding and Reallocation of Open Funds - Katie Biggers **Page 6**
- 1:35 p.m. 8. Update on In-Market Media Plan - Augustine Agency/Amber Burke **Page 7**
- 1:55 p.m. 9. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:00 p.m. 10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
