

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
Brit Crezee, Sotheby's International Realty | **Christine Horvath**, Palisades Tahoe
Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group
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/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

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.
- 2:05 p.m.** 3. **Agenda Amendments and Approval**
- 2:05 p.m.** 4. **Approval of Tourism Development Meeting Minutes from Nov 23, 2021** **Page 1**
- 2:10 p.m.** 5. **Election of Chair/Vice Chair for 2022**
- 2:15 p.m.** 6. **Recommendation of new Tourism Development Committee Members** **Page 4**
- 2:20 p.m.** 7. **Spring Media Recommendation & Discussion** **Page 23**
- 2:45 p.m.** 8. **Spartan and Gravel event update**
- 2:50 p.m.** 9. **Event Sponsorship Action Items:** **Page 49**
a) **Lake Tahoe Dance Festival** **Page 52**
b) **Made in Tahoe** **Page 62**

- 3:50 p.m.** 10. 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
11. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:50 p.m.** 12. Committee Member Comments
- 4:00 p.m.** 13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
