

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

Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty

Caroline Craffey, Tahoe Truckee Community Foundation | **Christine Horvath**, Palisades Tahoe | **Connor McCarthy**, Homewood Ski Resort

Kressa Olguin, Hyatt Regency | **Kristy Olk**, Resort at Squaw Creek | **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 Jan 25, 2022** **Page 1**
- 2:10 p.m.**
5. **Introduction of new CEO**
- 2:15 p.m.**
6. **Introduction of new committee members**
- 2:20 p.m.**
7. **Event Sponsorship Action Items: Page 4**
 - a) **Adventure Van Expo Sponsorship Agreement for 2022** **Page 6**
 - b) **High Sierra Archery Sponsorship Agreement for 2022** **Page 8**
 - c) **Tahoe Cup Paddleseries Sponsorship Agreement for 2022** **Page 14**
 - d) **Tahoe 100 Mountain Bike Race Sponsorship Agreement for 2022** **Page 30**

- 3:50 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
- 3:55 p.m.** 10. Committee Member Comments
- 4:00 p.m.** 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
