

NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association | **Vice Chair: Alyssa Reilly**, North Tahoe Business Association
Stephen Lamb, PlumpJack Inn | **Katie Biggers**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **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
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Nicholas Martin**

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 Mountain Resort
Kressa Olguin, Hyatt Regency | **Kristy Olk**, The Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,
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=dE1oZUEra0RXenFmbHRKWTJyaEw2dz09>

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
- 1:05 p.m.** **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.
- 1:10 p.m.** **3.** Member Introductions
- 1:10 p.m.** **4.** Agenda Amendments and Approval

- 1:10 p.m. 5. Approval of In-Market Tourism Development meeting minutes from Jan 25, 2022 **Page 1**
- 1:15 p.m. 6. Update on Spring/Summer Media Plan – Augustine/Amber Burke **Page 3**
- 1:35 p.m. 7. Discussion on 22.23 FY recommendations - Augustine/Amber Burke **Page 20**
- 1:45 p.m. 8. Update on Business Association Marketing Grants for the 21.22 FY
- 1:50 p.m. 9. Discussion on April BACC meeting
- 1:55 p.m. 10. New NLTRA Committee Recruitment
- 2:00 p.m. 11. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:05 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
