

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: 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, Lake Tahoe

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe |

Wendy Hummer, EXL Media

Advisory Placer County Member: **Stephanie Holloway**

North Lake Tahoe Resort Association Board Member: **Ray Villaman**

Join Zoom Meeting

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

Meeting ID: 898 2933 8624

Passcode: 645800

+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 Feb 22, 2022 Page 1 |
| 2:10 p.m. | 5. Action Items:
a) Summer Media Plan Recommendations & Discussions - Augustine/Mahk/Burke Page 4 |
| 2:35 p.m. | 6. Update on Expanded Spring Media Markets - Augustine/Mahk/Burke Page 18 |
| 2:45 p.m. | 7. Update on Independence Week Drone Show Sponsorships |

- 2:50 p.m.** 8. Information on Tourism Cares Meaningful Travel Summit in NLT
- 2:55 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
- 2:55 p.m.** 10. Committee Member Comments
- 3:05 p.m.** 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
