



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, May 24, 2022

Estimated Time: 2 -4 pm

Location: Virtual Zoom Meeting

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: **Lindsay Romack**

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

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEraORXenFmbHRKTWJyaEw2dz09>

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
- 2:00 p.m. 2. **Approval of Resolution 2022.08**
A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM’S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD OF MAY 18, 2022 TO JUNE 18, 2022 PURSUANT TO BROWN ACT PROVISIONS.
- 2:05 p.m. 3. 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.
- 2:10 p.m. 4. **Agenda Amendments and Approval**

- 2:10 p.m. 5. **Approval of Tourism Development Meeting Minutes from April 26, 2022**
- 2:15 p.m. 6. **Review & Approval of NLTMC 2022/23 Strategic Overview - Augustine/Amber Burke**
- 2:50 p.m. 7. Review of Draft 22/23 FY Coop Budget - Amber Burke
- 3:00 p.m. 8. New Creative/Content Campaigns Update -Augustine/Amber Burke
- 3:15 p.m. 9. LTVA Rebrand Update & Discussion - Augustine/Amber Burke
- 3:35 p.m. 10. Update on Destination Stewardship Tahoe Project - Tony Karwowski/Amber Burke
- 3:45 p.m. 11. 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
- 3:45 p.m. 12. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:45 p.m. 13. Committee Member Comments
- 4:00 p.m. 14. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
