



north lake tahoe

Chamber | CVB | Resort Association

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: Carlynne Fajkos, Tahome Marketing

Vice Chair: Becky Moore, Granite Peak Management

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 (last meeting)

Kristy Olk, Resort at Squaw Creek

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe (last meeting)

Wendy Hummer, EXL Media

3 open seats w/ 3 year term

1 open seat w/ 1 year term

Ray Villaman, North Lake Tahoe Resort Association Board Member

Stephanie Holloway, Advisory Placer County Member

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:

As authorized by AB 361

<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

- 2:05 p.m.** 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.
- 2:10 p.m.** 3. Agenda Amendments and Approval
- 2:15 p.m.** 4. Approval of Tourism Development Meeting Minutes
- a) Aug 29, 2022
 - b) Sept 27, 2022
 - c) Oct 25, 2022
- 2:20 p.m.** 5. Tourism Development New Committee Member (Action)
- 2:25 p.m.** 6. Discussion and Possible Approval of Event Sponsorships: (Action)
- a) Review and Approval of WinterWonderGrass 2023 Sponsorship - Scotty Stoughton
 - b) Review and Approval of Broken Arrow Sky Race - Brendan Madigan
 - d) Review and Approval of Highlander - Juri Barac
- 3:20 p.m.** 7. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) Click [here](#) for reports
- Conference Sales
 - Leisure Sales
 - Marketing - Augustine Agency
 - Reno Tahoe Airport Reports
8. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:25 p.m.** 9. Committee Member Comments
- 3:30 p.m.** 10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
