



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday Feb 21, 2023

TIME: 2:00 p.m. – 4:00 p.m.

LOCATION: Via Zoom

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management

VICE CHAIR WENDY HUMMER, EXL Media

NTCA BOARD REPRESENTATIVE RAY VILLAMAN

BRIT CREEZE, Sotheby’s International Realty

CAROLINE CRAFFEY, SOS Outreach

CHRISTINE HORVATH, Palisades Tahoe

CONNOR MCCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort

KATIE BIGGERS, Tahoe City Downtown Association

KRISTY OLK, The Resort at Squaw Creek

WADE MACHON, MJD Capital Partners/The Boatworks at Lake Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3RUVUsg>

Meeting ID: 892 5154 8310

Passcode: 280849

- 2:00 p.m.**
 - 1. Call to Order – Establish Quorum
 - 2. Welcome New Staff Member – Julie Barber
- 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.
 - 4. Agenda Amendments and Approval [ACTION]
- 2:40 a.m.**
 - 5. Approval of Tourism Development Meeting Minutes from January 24, 2023 [ACTION]
- Page: 1**
- 2:15 p.m.**
 - 6. Group & Leisure Sales Update – Bart Peterson
- Page: 4**
- 2:30 p.m.**
 - 7. Event Sponsorships [ACTION]
 - Page: 28**
 - A. Review and Possible Approval of LaCrosse Tournament 2023 Sponsorship in the amount of \$12,000.
 - Page: 44**
 - B. Review and Possible Approval of NTBA 2023 Drone Show Sponsorship in the amount of \$ 50,000 - \$75,000 (\$50K for 200 drones, \$75K for 300 drones)
 - C. Review and Possible Approval of TCDA 2023 Drone Show Sponsorship in the amount of \$ 75,000 - \$100,000 (\$75K for 250 drones, \$90K for 300 drones, \$100K for 350 drones)
- 3:45 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

3:50 p.m. 9. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report
- Lodging Referral Report

10. Committee Member Comments

4:00 p.m. 11. Adjournment