



IN-MARKET TOURISM DEVELOPMENT

DATE: Tuesday, March 28, 2023
TIME: 1:00 – 2:00 p.m.
LOCATION: Tahoe City PUD
221 Fairway Dr, Tahoe City, CA 96145

BACC MEMBERS

CHAIR CAROLINE ROSS, Squaw Valley Business Assoc.
VICE CHAIR ALYSSA REILLY, NTBA
STEVE LAMB, PLUMPJACK INN
KATIE BIGGERS, TCDA

LINDSAY THAYER, LT MARKETING
GREG LONG, TRAVEL NORTH TAHOE NEVADA
PAUL RAYMORE, IVGID
LINDA OFFERDAHL, INCLINE VILLAGE BUSINESS ASSOC.

SAHRA OTERO, HEARTWOOD FLORISTRY

TOURISM DEVELOPMENT COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management
VICE CHAIR
CHRISTINE HORVATH, PALISADES TAHOE
CONNOR MCCARTHY, HOMEWOOD MOUNTAIN RESORT
KRISTY OLK, EVERLINE RESORT AND SPA
RAY VILLAMAN, NTCA BOARD REPRESENTATIVE

BRIT CREZEE, Sotheby’s International Realty
CAROLINE CRAFFEY, SOS Outreach
DJ EWAN, GRANLIBAKKEN RESORT
KATIE BIGGERS, TCDA
WADE MACHON, MJD DEVELOPMENT/BOATWORKS TAHOE

PLACER COUNTY APPOINTED ADVISORY SEATS:

NICHOLAS MARTIN

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: <https://bit.ly/3JCjx5D>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

- 1:00 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.
- 3. Agenda Amendments and Approval [ACTION]

1:05 p.m. 4. Approval of Meeting Minutes from November 29, 2022 [ACTION] **Page 1**

5. Informational Updates/Verbal Reports:

a) Update on remaining meeting dates – Kirstin Guinn

6. Action Items:

a) Squaw Valley Business Association ROI for 2021/22 Marketing Grant Program and request for \$10,000 for 2022/23 Marketing Grant Program **Page 5**

7. Committee Member Updates

8. NTCA Staff Updates

1:30 p.m. 9. Adjournment