



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday March 28, 2023
TIME: 1:30 p.m. – 3:00 p.m.
LOCATION: Tahoe City PUD, 221 Fairview Dr., Tahoe City

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management
VICE CHAIR
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, Everline Resort & Spa
WADE MACHON, MJD Development, Boatsworks 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: <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

- 1:30 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]
 - Page:1** 4. Approval of Tourism Development Meeting Minutes from Feb 24, 2023 [ACTION]
 - 1:40 p.m. 5. Event Sponsorships [ACTION]
 - Page:5** A. Review and Possible Approval of the Lake Tahoe Dance Festival 2023 Sponsorship of \$30,000
 - Page:32** B. Review and Possible Approval of the Adventure Van Expo 2023 Sponsorship of \$15,000
 - 6. Discussion on Event Funding Allocation
- 2:45 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

2:50 p.m. 8. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report
- Lodging Referral Report

9. Committee Member Comments

3:00 p.m. 10. Adjournment