



Joint Boards of Directors Workshop

Including the Board of:

Lake Tahoe Visitors Authority

Tahoe Douglas Visitors Authority

South Lake Tahoe Tourism Improvement District

A quorum of one or more of these Boards may be present

Thursday, April 30, 2026, at 8:30 a.m.

Tahoe Blue Event Center, Sapphire Room

75 US-50, Stateline, Nevada

WORKSHOP AGENDA - *No action will be taken*

Facilitated by Jason Collin, High Performance Team Effect

- 1. Call to Order**
- 2. Roll Call**
 - a. Lake Tahoe Visitors Authority
 - b. Tahoe Douglas Visitors Authority
 - c. South Lake Tahoe Tourism Improvement District
- 3. Public Comment - *Limit three (3) minutes per person. No action may be taken.***
- 4. Workshop Presentations**
 - a. **Overview of Boards' Funding and Structures** – Carol Chaplin
 - b. **Advertising and Marketing Overview** – Noble Studios
 - c. **Public Relations Overview** – Weidinger Public Relations
 - d. **Sales - Meetings, Conventions & Sports, and Special Events** – Stuart Maas
 - e. **Positioning Lake Tahoe for Meetings, Conventions & Sports** – Madden Media
 - f. **Domestic and International Leisure Sales and Data Reporting** – Juraj Sojka
- 5. Facilitated Discussion**
- 6. Public Comment - *Limit three (3) minutes per person. No action may be taken.***
- 7. Adjournment**

[VisitLakeTahoe.com](https://www.VisitLakeTahoe.com)

PO Box 5878 | 75 US-50 | Stateline, NV 89449 | (775) 588-5900

NOTE: We are pleased to make accommodations for members of the public who are differently abled. Please notify in writing at PO Box 5878, Stateline, NV 89449 or call (775) 589-2052 prior to the meeting. In accordance with Nevada Revised Statute Chapter 241, this agenda closes three days prior to the meeting day and was posted on www.LTVA.org and the NV State posting website at www.notice.nv.gov. Notice of this meeting was faxed and emailed for posting to the following locations: Douglas County Library – Minden Branch, 1625 Library Lane., Minden, NV; City of South Lake Tahoe, CA City Offices, 1901 Lisa Maloff Way, South Lake Tahoe, CA; El Dorado County Library – South Lake Tahoe Branch, 1000 Rufus Allen Blvd, South Lake Tahoe, CA; Kahle Community Center, 236 Kingsbury Grade Rd, Stateline, NV.