

# North Shore creating lodging component of tourism agency

The North Lake Tahoe Resort Association is accepting applicants for its new Lodging Committee.

The Lodging Committee will be made up of properties from all segments of the lodging community, and will work directly with the NLTRA board of directors. The duties of the Lodging Committee will include the consolidation of lodging community needs, the development of specific action plans targeted at the various lodging segments and the review of marketing efforts and related input to the NLTRA Marketing Committee and board of directors.

The Lodging Committee will consist of a Large Lodging Board Member, Small Lodging Board Member, Large Lodging Representative, Small Lodging Representative – Lakeshore, Small Lodging Representative – Non-Lakeshore, two Vacation Home Property Management Representatives, Bed & Breakfast Representative, NLTRA Tourism Director and NLTRA Conference Sales Director.

The deadline to apply for the Lodging Committee is Nov. 23 by 5pm. Letters of interest and a short resume should be emailed to NLTRA Tourism Director Andy Chapman at [andy@puretahoenorth.com](mailto:andy@puretahoenorth.com).

Applicants will be reviewed at the Dec. 1 NLTRA board meeting, with the Lodging Committee's first meeting taking place in January 2011.

The North Lake Tahoe Resort Association is the umbrella organization for the North Lake Tahoe Chamber of Commerce and the Tahoe North Convention and Visitors Bureau, which is a partner with the Incline Village Crystal Bay Visitors Bureau in the North Lake Tahoe Marketing Cooperative. The NLTRA also

serves as a partner with Placer County and other public agencies in the development and funding of infrastructure, transit and community mobility projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.