

NLTRA hires CEO from Colorado

Sandra Leigh Evans Hall of Steamboat Springs, Colo., has been hired to be executive director and CEO of the North Lake Tahoe Resort Association.

Hall will start in May.

Hall has served as the executive vice president of the Steamboat Springs Chamber Resort Association since 2000, where she managed a \$1.2 million budget, 11 full-time and seven part-time employees. Hall also created a Local Marketing District in 2005 that successfully passed a 2 percent lodging tax for the purpose of paying minimum revenue guarantees to major airlines for winter and summer service into Yampa Valley Regional Airport.

Prior to that, she served as the director of Community Development and Public Relations at the Steamboat Springs Chamber Resort Association, where she grew membership from 300 to 800.

Hall also has experience in the national biking arena, as well as creating detailed transportation proposals, two issues North Lake Tahoe has also undertaken.