



# north lake tahoe

Chamber | CVB | Resort Association

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## AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday August 26, 2014 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

### NLTRA Mission

*“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

### NLTRA Tourism Division Mission

*“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”*

### Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – July 29<sup>th</sup> 2014 (3 min)
- E. Introduction of New Committee Members – Andy Chapman (3 min)
- F. Review of Summer Media Results – School of Thought (30 min)
- G. Discussion on Winter Consumer Media Plan – School of Thought (30 min)
- H. Review and Input on 2014 Master Plan Revision project – Sandy Evans Hall (30 min)
- I. Update on Ironman and Ironman 70.3 – Andy Chapman (15 min)
- J. Review of Proposed Event Grant Funding Criteria – Judy Laverty (15 min)
- K. Departmental Reports
  - o Advertising
  - o Conference Sales

### Marketing Committee Members

#### NLTRA Board:

Brendan Madigan,  
Primary  
Valli Murmane Alt.

#### Committee

Members:  
John Monson(Chair)  
Larry Colton  
Becky Moore  
Paul Raymore  
Neil Sogard  
Marguerite Sprague  
Cara Whitley  
Brett Williams

#### Placer County Rep:

Jennifer Merchant

#### Quorum

6 Committee Members with 1 Board Member

- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- July MTRIP Report
- July Web/GeoTracking Report
- July Lodging Referral Report
- June Reno Tahoe International Airport Report
- July Conference Sales Report

Posted and Emailed