



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday July 29, 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

Marketing Committee Members

NLTRA Board:

Brendan Madigan,
Primary
Valli Murmane Alt.

Committee

Members:

(Chair –tbd)
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee Members with 1 Board Member

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 – May 27th 2014 (3 min)
- E. Resignation of Heather Allison from Committee – Andy Chapman (3 min)
- F. Appointment of new Marketing Committee Chair – Andy Chapman (5 min)
- G. Presentation on Placer Lake Tahoe Film Office Efforts – Beverly Lewis (20 min)
- H. Presentation on Summer Creative – Bay Area and Southern California – Andy Chapman (20 min)
- I. Update on 2014 Master Plan Revision project – Sandy Evans Hall (20 min)
- J. Update on 2014/15 Nordic Promotional Effort – Jeremy Jacobsen (15 min)
- K. Approval of 2014/15 NLT Marketing Cooperative Budget – Andy Chapman (15 min)

L. Departmental Reports

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

M. Committee Member Comments (*5 minutes*)

N. Standing Reports (posted on www.nltra.org)

- June MTRiP Report
- June Web/GeoTracking Report
- June Lodging Referral Report
- May Reno Tahoe International Airport Report
- June Conference Sales Report

Posted and Emailed