



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday March 25th, 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:

Eric Brandt, Primary
Brendan Madigan, Primary
Valli Murmane Alt.

Committee

Members:

Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams
Brad Wilson

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 – February 25th, 2014 (3 min)
- E. Review of Winter Consumer Marketing Efforts and Results – Nick Wootten, SOT (30 min)
- F. Discussion on Summer 2014 Consumer Media Direction – Nick Wootten/Committee (30 min)
- G. Discussion and Possible Recommendation to NLTRA Board on BACC Committee \$50,000 Product Development program – BACC Representatives (30 min)
- H. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

- I. Committee Member Comments (*5 minutes*)
- J. Standing Reports (posted on www.nltra.org)
 - February MTRiP Report
 - February Web/GeoTracking Report
 - February Lodging Referral Report
 - January Reno Tahoe International Airport Report
 - Conference Activity Report

Posted and Emailed