



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday May 27th, 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)
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 – April 29th, 2014 (3 min)
- E. Committee Member Brad Wilson Resignation and Committee Member Appointment Plan – Andy Chapman (5 min)
- F. Presentation on Destination Market Media Recommendation – Nick Wootten (30 min)
- G. Review and Possible Recommendation for Approval of Draft NLTRA FY 2014/15 Marketing and Conference Budgets – Andy Chapman (20 min)
- H. Review and Input on Draft NLT Marketing Cooperative 2014/15 Budget – Andy Chapman (20 min)
- I. Review of October to March 6 Month Performance Review Report – Andy Chapman (20 min)
- J. Recommendation to Cancel June 2014 Marketing Committee Meeting – Andy Chapman

K. Departmental Reports

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

L. Committee Member Comments (*5 minutes*)

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

- April MTRIP Report
- April Web/GeoTracking Report
- April Lodging Referral Report
- March Reno Tahoe International Airport Report
- April Conference Sales Report

Posted and Emailed