



north lake tahoe

Chamber | CVB | Resort Association

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**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday September 23, 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:

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

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 29th 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. Presentation on HPSI PR/Social Effort – The Abbi Agency (20 min)
- I. Discussion on 2014 North Lake Tahoe Master Plan Process – Sandy Evans Hall (20 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects

- Website Content
- Social Marketing

K. Committee Member Comments (*5 minutes*)

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

- August MTRiP Report
- August Web/GeoTracking Report
- August Lodging Referral Report
- July Reno Tahoe International Airport Report
- August Conference Sales Report

Posted and Emailed