



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Thursday, October 10th, 2013, 2pm

The October meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday October 10th, 2013 at 2pm. The meeting will be held in the conference room of the Lake Tahoe Incline Village/Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd, Incline Village, NV.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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| A. | Call to Order | Bill Hoffman |
| B. | Public Comment (Pursuant to NRS 241.020) | Bill Hoffman |
| C. | Introduction of New Committee Member Heather Allison | Andy Chapman |
| D. | Roll Call | Bill Hoffman |
| E. | Approval of Agenda (For Possible Action) | Bill Hoffman |
| F. | Appointment of Chair for FY 2013/14 (IVCBVB Rotation)
(For Possible Action) | Bill Hoffman |
| G. | Appointment of Vice-Chair for FY 2013/14 (NLTRA Rotation)
(For Possible Action) | Chair |
| H. | Approval of March 27, 2013 Coop Meeting Minutes
(For Possible Action) | Chair |

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| I. | Presentation on Getting Away Together PBS Opportunity
(For Possible Action) | Chuck Maas |
| J. | Review, Discussion and Direction on Winter Consumer Plan
(For Possible Action) | School of Thought |
| K. | Presentation on Brand Review Findings | School of Thought |
| L. | Winter Communication and Social Strategies | The Abbi Agency |
| M. | FYE 2013/14 Budget Review
(For Possible Action) | Hoffman/Sebella |
| N. | Department Reports | Chair |
| O. | Standing Reports | Chair |
| P. | New Business | Chair |
| Q. | Public Comment (Pursuant to NRS 241.020) | Chair |
| R. | Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Terry Jones at 800-468-2463

Public Posting

Incline Village Post Office
 Crystal Bay Post Office
 Incline Village Crystal Bay Visitors Center
 North Lake Tahoe Resort Association

IVGID
 Incline Justice Court
 Meeting Location