



# north lake tahoe

## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

**Monday June 22<sup>nd</sup>, 2015 – 3pm**

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Monday June 22<sup>nd</sup>, 2015 at 3pm. The meeting will be held in the visitor center conference room of the North Lake Tahoe Chamber/CVB/Resort Association located at 100 North Lake Blvd, Tahoe City CA 96145.

**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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| <b>A.</b> | Call to Order   | Chair                             |
| <b>B.</b> | Public Comment (Pursuant to NRS 241.020)  | Chair                             |
| <b>C.</b> | Roll Call/Introductions   | Chair                             |
| <b>D.</b> | Approval of Agenda (For Possible Action)  | Chair                             |
| <b>E.</b> | Approval of October 23 <sup>rd</sup> , 2015 Coop Meeting Minutes<br>(For Possible Action) | Chair                             |
| <b>F.</b> | Review and Discussion on FY 2015/16 Coop Budget<br>(For Possible Action)                  | JT Thompson/<br>Andy Chapman      |
| <b>G.</b> | Review and Discussion on Summer Consumer Marketing Efforts                                | School of Thought                 |
| <b>H.</b> | Review and Discussion on Summer PR & Social Efforts                                       | The Abbi Agency                   |
| <b>I.</b> | Review of GoTahoeNorth New Site   | School of Thought/<br>JT Thompson |

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|-----------|--|-----------------------------------|
| <b>J.</b> | FY 2014/15 Budget Discussion<br>(For Possible Action)                            | Chapman/Sebella                   |
| <b>K.</b> | Update on NLT Coop Renewal Agreement   | Sandy Evans Hall/<br>Andy Chapman |
| <b>L.</b> | Appointment of Chair and Vice Chair for FY 2015/16 Term<br>(For Possible Action) | Chair                             |
| <b>M.</b> | New Business   | Chair                             |
| <b>N.</b> | Old Business   | Chair                             |
| <b>O.</b> | Public Comment (Pursuant to NRS 241.020)   | Chair                             |
| <b>P.</b> | Adjournment ( For Possible Action)   | Chair                             |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

**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