



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Friday November 21, 2014 – 2:00 pm

The November meeting of the North Lake Tahoe Marketing Coop Committee will be held on Friday November 21st 2014 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 | Chair |
| B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| C. | Roll Call | Chair |
| D. | Approval of Agenda (For Possible Action) | Chair |
| E. | Approval of October 23 rd , 2014 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. | Review and Discussion on Winter Consumer Media Plan
(For Possible Action) | School of Thought |
| G. | Review and Discussion on Winter Consumer Creative Execution
(For Possible Action) | School of Thought |
| H. | Overview of Consumer Website Redesign | School of Thought |
| I. | Discussion on Minimum Revenue Guarantee/Thomas Cook | Committee |

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| J. | Discussion on NLTRA Tourism Director Transition Plan | Sandy Evans Hall |
| K. | Old Business | Chair |
| L. | New Business | Chair |
| M. | Public Comment (Pursuant to NRS 241.020) | Chair |
| N. | 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