



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 April 23, 2013 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
Valli Murmane Alt.

Committee

Members:

Heather Allison (Chair)
Kevin Hickey
Julie Maurer
Chuck Maas
Becky Moore
Les Pedersen
Marguerite Sprague
Brett Williams
Brad Wilson

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 – March 28th, 2013 (3 min)
- E. Report Back on *Getting Away Together* Program Review and Media Analysis Results – Andy Chapman/Nick Wootten (15 min)
- F. Review and Reaffirmation of North Lake Tahoe Marketing Brand Positioning Statement - Andy Chapman (10 min)
- G. Presentation and Review on Wedding Marketing/Social Efforts – Allyson Freedman/Nick Wootten (30 min)
- H. Presentation and Overview of 2013 Bay Area Ad Awareness Study – Andy Chapman (30 min)
- I. Summer MTRiP Occupancy Report Review – Andy Chapman (10 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales

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

K. Committee Member Comments (*5 minutes*)

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

- March MTRiP Report
- March Web/GeoTracking Report
- March Lodging Referral Report
- March Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed