



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**AGENDA AND MEETING NOTICE
JOINT MARKETING/CHAMBER/LODGING COMMITTEE
Thursday, April 30, 2009 – 1:00 p.m.
North Tahoe Event Center**

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

Marketing Committee Members

NLTRA Board:
Deb Darby-Dudley, Chair
Alex Mourelatos
Ron Parson
Dan Tester

Committee Members:
Deanna Gescheider
Steven Holt
Christine Horvath
Julie Maurer
John Monson
Les Pedersen
Nick Pullen
Brett Williams

Placer County Rep:
Jennifer Merchant

Lodging Subcommittee Members

NLTRA Board:
Alex Mourelatos, Chair
Dan Tester

Committee Members:
Tammie Anstedt
Kay Williams
Alvina Patterson
Christy Beck

Chamber Advisory Committee Members

NLTRA Board:
Debra Darby-Dudley
Alex Mourelatos
Graham Rock
Dave Wilderotter

Committee Members:
Cheri Sprenger, Chair
Justin Broglio
Jan Colyer
Joy Doyle
Liz Dugan
Sherina Kreul
Heather Leonard
Kay William
Mike Young

Placer County Rep:
Ron Yglesias

- A. Update and conclusions from:
 - Joint Marketing/Chamber Advisory/Lodging Subcommittee Workshop
 - Community Workshop
 - Marketing Meeting
 - Marketing Coop Meeting
 - Special Events Workshop
- B. Outlook for NLTRA Total Budget
 - Implications to NLTRA Marketing
- C. Marketing Goals per Budget
- D. Draft Budget Recommendations
- E. Discussion
- F. Direction to Marketing Committee Regarding Fiscal Year 09-10 Budget