



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Thursday April 30th – 4:00 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

**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

Quorum

2 Board Members
1 Lay 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 24th, 2009 (3 min)
- E. Discussion and Possible Action to Recommend for Board Approval the Draft FY 2009/10 Marketing and Conference Budget (25 minutes)
- F. Presentation and Discussion on the Results of the Bay Area Extended Winter Campaign (20-25 minutes)
- G. Discussion and Possible Action to Recommend for Board Approval the Summer 2009 Media Plan (25 minutes)
- H. Departmental Reports (written reports only, no verbal reports due to time constraints)
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations

- I. Committee Member Comments (*5 minutes*)
- J. Standing Reports (posted on www.nltra.org)
 - March Search Engine Optimization Report
 - March GeoTracking Report
 - March Web Report
 - March Click Thru Report
 - March MTRiP Report
 - March Financials

Posted and Emailed April 27, 2009