



NORTH LAKE TAHOE MARKETING COOP COMMITTEE

Agenda

Thursday April 23, 2009

The April meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday April 23, 2009, beginning at 3pm. The meeting will be held in the conference room of the Squaw Valley Lodge, located at 201 Squaw Peak Road, Olympic Valley CA, 96146.

PUBLIC COMMENTS—Public comment will be at the 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, or on “action” items immediately before board discussion of such “action” items. 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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| I. Call to Order | Dan Tester, Chair |
| II. Roll Call | Dan Tester |
| III. Introduction of Coop Members | Dan Tester |
| IV.* Approval of Agenda | Dan Tester |
| V.* Approval of Minutes, January 22, 2009 | Dan Tester |
| VI. Review of 2009 Bay Area Winter Campaign | Andy Chapman |
| VII. * FY 2009/10 Consumer Summer Planning Outline
Review and Media Plan Approval | Andy Chapman |
| VIII. FY 2009/10 Preliminary Budget Discussion | Bill Hoffman/Andy Chapman |
| IX. * North Lake Tahoe Marketing Cooperative
Agreement | Bill Hoffman/Sally Lyon |

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| IX. * FY 2008/09 Financial Review | Bill Hoffman/Sally Lyon |
| X. New Business | Dan Tester |
| XI. Public Comment | Dan Tester |
| XII.* Adjournment | Dan Tester |

*Any items on the Agenda indicated by an asterisk, are items upon which the Board may take action.

Physically disabled persons desiring to attend this meeting should contact Sarah Holster at 530-581-8727.

Public Posting

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| Incline Village Post Office | IVGID |
| Crystal Bay Post Office | Incline Justice Court |
| Incline Village Crystal Bay Visitors Center | Meeting Location |
| North Lake Tahoe Resort Association | |