



Marketing Committee Agenda and Meeting Notice

Tuesday, April 28th 2:00 pm

****REVISED****

Fairway Community Center – Tahoe City

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board

Brett Williams

Brendan Madigan, Alt.

Committee Members

John Monson, Chair

Sugar Bowl

Larry Colton

Resort at Squaw Creek

Becky Moore

Squaw Valley Lodge

Paul Raymore

Marguerite Sprague

North Tahoe Arts

Cara Whitley

Squaw Valley/Alpine Meadows

Giles Priestland

The Ritz Carlton- Lake Tahoe

Rachael Woods

Northstar California

Gregg Gibboney

Notched

Placer County Rep

Cadence Matijevich

NLTRA Staff

JT Thompson

Quorum

6 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 24, 2015 (3 min)
- E. Review and Approval of BACC Marketing Grant Request for FY 15-16. Ginger Karl (20 min)
 - Peak Your Adventure
 - Touch the Lake
 - High Notes
 - Shop Local
- F. Master Plan Update – Sandy Evans Hall (20 min)
- G. Preliminary FY 15-16 Budget Discussion/Review – JT Thompson, Committee (30 min)
- H. Mountain Travel Symposium Review – JT Thompson, Sandy Evans Hall (15 min)
- I. JetBlue Inaugural Flight Press Fam – JT Thompson, Liz Bowling (5 min)
- J. GoTahoeNorth.com update – JT Thompson (10 min)
- K. Leisure Sales Manager update – JT Thompson (5 min)
- L. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - PR/Social Communication
- M. Committee Member Comments (5 minutes)

- N. 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

This meeting is wheelchair accessible

Posted and Emailed (4/24/15)