



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, April 26th, 2017 – 10:00 am

Call in information:

Call in number: 712-770-4010

Meeting ID: 961-748

The November meeting of the North Lake Tahoe Cooperative Marketing Committee will be held on Wednesday, April 26th at 10:00 A.M. The meeting will be held in the conference room of the **Incline Village Crystal Bay Visitors Bureau located at 969 Tahoe Blvd, Incline Village, NV 89451.** Phone: (775) 832-1606.

PUBLIC COMMENTS—Public comment will be at the beginning and 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. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. 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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| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of March 29 th Coop Meeting Minutes
(For Possible Action) | Chair |
| F. STRATA / LA Ad Recall Study Review | Thompson |

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| G. Review of Consumer Marketing/Location Attribution Report | Augustine Ideas |
| H. Discussion on Consumer Marketing Strategy | Thompson/Chapman |
| I. Review of PR & Social Efforts | The Abbi Agency |
| J. Discussion on PR & Social Media Strategy | Thompson/Chapman |
| K. Review and possible action on FY 2016-2017 budget reforecast
(For possible action) | Thompson |
| L. Review and Discussion on FY 2016/2017 YTD Financials | Priester/Chapman |
| M. Update on PR & Social Media and international RFP's | Thompson |
| N. New Business | Chair |
| O. Old Business | Chair |
| P. Public Comment (Pursuant to NRS 241.020) | Chair |
| Q. Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office
 Crystal Bay Post Office
 Incline Village Crystal Bay Visitors Center
 North Lake Tahoe Resort Association

IVGID
 Incline Justice Court
 Meeting Location