



# Marketing Committee Agenda and Meeting Notice

**Tuesday, August 25, 2015 - 2:00 pm**  
**Tahoe City Public Utility District Board Room**

## 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

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Giles Priestland**  
The Ritz Carlton- Lake Tahoe

**Glenn M. Cademartori**  
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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – July 28, 2015 (2 min)
- E. Departmental Reports (30 min)
  - Conference Sales
  - Leisure Sales – Introduction of Sarah Winters, Leisure Sales Director
  - Special Projects/Events
    - Ironman
    - AFW
    - Spartan Race
  - Website Content
  - PR/Social Communication
  - Advertizing
- F. 2015-2016 Strategic Goals Overview – JT Thompson (10 min)
- G. Discussion on Cross Country (XC/Nordic) Skiing Program for '15-'16 Season – John Monson (20 min)
- H. Review and Discussion on Tourism Master Plan (20 minutes) - Thompson
- I. Sept. meeting location change and Updated Meetings Calendar (5 minutes) - Thompson
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - June DestiMetrics Report
  - Conference Activity Report
  - Google Analytics Reporting
  - Updated Committee Roster

This meeting is wheelchair accessible

Posted and Emailed (8/21/15 10:00 A.M.)

