



# north lake tahoe

Chamber | CVB | Resort Association

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## AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday August 27, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

### 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:

Eric Brandt, Primary  
Valli Murmane Alt.

#### Committee

##### Members:

Heather Allison (Chair)  
Kevin Hickey  
Julie Maurer  
Chuck Maas  
Becky Moore  
Marguerite Sprague  
Brett Williams  
Brad Wilson

#### Placer County Rep:

Jennifer Merchant

### Quorum

6 Committee 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 – May 28<sup>th</sup>, 2013 (3 min)
- E. Presentation on 2013 Autumn Food and Wine Program – Judy Laverty (20 min)
- F. Overview of Summer Public Relations and Social Efforts – Abbi Agency, Amanda Horn (20 min)
- G. Update on Ironman Lake Tahoe – Andy Chapman (20 min)
- H. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Website Content
  - o Social Marketing
- I. Committee Member Comments (5 minutes)

- J. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))
- July MTRiP Report
  - July Web/GeoTracking Report
  - July Lodging Referral Report
  - June Reno Tahoe International Airport Report
  - Conference Activity Report

Posted and Emailed