



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday, February 25, 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
Brendan Madigan,
Primary
Valli Mumane Alt.*

Committee

Members:

*Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
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. Welcome and Introduction of Committee Members
- C. 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)
- D. Agenda Amendments and Approval (2 min)
- E. Approval of Marketing Meeting Minutes – January 28, 2014 (3 min)
- F. Review of FY 2014/15 Budget Development Process – Marc Sabella (10 min)
- G. Presentation on 2014 Snowfest – Pam Pokorny (15 min)
- H. Future Marketing Initiatives for Master Plan Update (BHAGs) – Committee Discussion and Input (30 min)
- I. Review of Remaining Winter Media Efforts – Andy Chapman (20 min)
- J. Five Year DestiMetrics Winter Season Summary – Andy Chapman (15 min)
- K. Departmental Reports
 - o Advertising

- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- December MTRiP Report
- December Web/GeoTracking Report
- December Lodging Referral Report
- November Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed 2/20/14