



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Thursday February 28th, 2013 1pm 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
Davy Ratchford
Les Pedersen
Marguerite Sprague
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Board 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 – January 29th, 2013 (3 min)
- E. Presentation on Visit California Marketing Referendum – Julie Maurer (15 min)
- F. Discussion and Direction on Post Consumer Bay Area Campaign Ad Awareness Research Study – Andy Chapman (20 min)
- G. Update on Ironman Lake Tahoe – Andy Chapman (20 min)
- H. Update on Lake Tahoe Sports Organizing Committee/X Games Bid – Andy Chapman (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

- Public Relations

J. Committee Member Comments (*5 minutes*)

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

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

Posted and Emailed