



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday February 28th 2012 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
Alex Mourelatos, Alt.*

Committee Members:

*Les Pedersen (Chair)
Heather Allison
Deb Dudley
Deanna Gescheider
Kevin Hickey
Julie Maurer
Becky Moore
Davy Ratchford
Marguerite Sprague
Brett Williams*

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 24th, 2012 (3 min)
- E. Recommendation and Possible Action on Lake Tahoe Public Television Opportunity – Staff/Agency (10 min)
- F. Presentation on San Francisco/Los Angeles Focus Group Research – (20 min)
- G. Discussion and Possible Action to Recommend for Board Approval a Three Year Extension of the North Lake Tahoe Marketing Cooperative Participation Agreement with Incline Village Crystal Bay Visitor Bureau - (20 min)
- H. Review and Discussion on Preliminary Summer Media Program – EXL Media (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects

- Website Content
- Social Marketing
- Public Relations

J. Committee Member Comments (*5 minutes*)

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

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

Posted and Emailed