



# Marketing Committee Agenda and Meeting Notice

**Tuesday, February 23, 2016 - 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, Chair**

### Committee Members

**Eric Brandt**  
Tahoe TV

**Glenn M. Cademartori**  
Northstar California

**Larry Colton**  
Resort at Squaw Creek

**Gregg Gibboney**  
Notched

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Todd Jackson**  
Big Blue Adventure

**Becky Moore**  
Squaw Valley Lodge

**Giles Priestland**  
The Ritz-Carlton

**Marguerite Sprague**  
North Tahoe Arts

**Placer County Rep**  
**DeDe Cordell**

**NLTRA Staff**  
**JT Thompson**

**Quorum**  
**6 Members with 1 Board**  
**Member**

Items May Not Be Heard In the Order They Are Listed

**Call in information:**  
**Dial: 712-770-4010**  
**Meeting ID: 961-748**

- 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 – Jan. 26, 2016 (2 min)
- E. Departmental Reports Overview (20 min)
  - Conference Sales – J. Neary
  - Leisure Sales – J. Thompson
  - Special Projects/Events – J. Lavery
  - Website Content – S. Fallon
- F. Public Relations Presentation from The Abbi Agency – Connie Anderson (30 min)
- G. Future Event Funding/Sponsorship Strategy Discussion – Thompson (15 min)
- H. Winter Advertising/Media Creative Update – Thompson (20 min)
- I. Trade and Media FAM Trip Discussion – Thompson (20 min)
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - Jan DestiMetrics Reports
  - Conference Activity Report
  - Google Analytics Reporting
  - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (2/18/16 3:00 P.M.)