



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

**AGENDA AND MEETING NOTICE**  
**JOINT MARKETING/CHAMBER/LODGING COMMITTEE**  
**Tuesday, February 24, 2009 – 1:00 p.m.**  
**NORTH TAHOE EVENTS CENTER**

**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

**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

**Marketing Committee Members**

NLTRA Board:  
Deb Darby-Dudley, Chair  
Alex Mourelatos  
Ron Parson  
Dan Tester

Committee Members:  
Deanna Gescheider  
Steven Holt  
Christine Horvath  
Julie Maurer  
John Monson  
Les Pedersen  
Nick Pullen  
Brett Williams

Placer County Rep:  
Jennifer Merchant

**Lodging Subcommittee Members**

NLTRA Board:  
Alex Mourelatos, Chair  
Dan Tester

Committee Members:  
Tammie Anstedt  
Kay Williams  
Alvina Patterson  
Christy Beck

**Chamber Advisory Committee Members**

NLTRA Board:  
Debra Darby-Dudley  
Alex Mourelatos  
Graham Rock  
Dave Wilderotter

Committee Members:  
Cheri Sprenger, Chair  
Justin Broglio  
Jan Colyer  
Joy Doyle  
Liz Dugan  
Sherina Kreul  
Heather Leonard  
Kay William  
Mike Young

Placer County Rep:  
Ron Yglesias

- A. Welcome
- B. Purpose/Goals
- C. Input Process (Where your input goes)
- D. Marketing Update
  - Accomplishments from last meeting
  - Trends
  - Performance Indicators
  - Strategic Shifts
- E. Budget Brainstorm
  - Building Block Exercise
  - Priorities
- F. Close (Next Steps)