



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

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, January 6, 2009 – 2:00 p.m.
Tahoe City PUD – Board Room

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:

Dan Tester - Chair
Debbie Casey
Debra Darby-Dudley

Committee
Members:

Julie Maurer
Christine Horvath
Lolly Kupec
Ron Parson
Sue Hyde
Les Pedersen

Placer County Rep:
Jennifer Merchant

Quorum

2 Board Members
1 Lay 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 minutes)
- C. Agenda Amendments and Approval
- D. Approval of Marketing Meeting Minutes – November 25, 2008
- E. 2009 Marketing Committee Appointment Process Update (5 minutes)
- F. Review Updated FY-2008/09 North Lake Tahoe Marketing Coop Budget (10 minutes)
- G. Update on North Lake Tahoe Marketing Coop Committee Reallocation of Advertising Funds for Winter Bay Area Television Campaign (20 minutes)
- H. Report on Board Direction Regarding Funding for the North Lake Tahoe Conference Center (5 minutes)
- I. Review and Discussion on Marketing Direction Community Outreach and FY-2009/10 Planning Process (15 minutes)
- J. Discussion to Reschedule January 27th Marketing Committee Meeting (5 minutes)
- K. Discussion to Change Marketing Committee Meeting Start Time to 1:00 p.m. (5 minutes)

L. Departmental Reports (written reports included in packet) (20 minutes)

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Public Relations

M. Committee Member Comments (5 minutes)

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

- Reno/Tahoe International Airport September Report
- November Search Engine Optimization Report
- November GeoTracking Report
- November Web Report
- November Click Thru Report
- October Financials
- November MTRiP Report

Posted and Emailed December 30, 2008