



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday January 29, 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:

Les Pedersen (Chair)
Heather Allison
Kevin Hickey
Julie Maurer
Chuck Moss
Becky Moore
Davy Ratchford
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 – October 30th, 2012 (3 min)
- E. Approval of Marketing Meeting Minutes – November 27th, 2012 (3 min)
- F. Discussion and Possible Action to Appoint 2013 Marketing Chair (5 min)
- G. Discussion and Possible Action to assign One New Committee Member to a Two Year Term within Committee Pool C (10 min)
- H. Discussion and Possible Action to Appoint the North Lake Tahoe Resort Association Marketing Cooperative Committee Members (15 min)
- I. Update on Winter Media Campaign and Creative Execution – School of Thought (30 min)
- J. Presentation on Community Event Grant Recipients – Judy Laverty (15 min)
- K. Update on Lake Tahoe Sports Organizing Committee/X Games Bid – Andy Chapman (20 min)

L. Departmental Reports

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

M. Committee Member Comments (*5 minutes*)

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

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

Posted and Emailed