



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

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Thursday, January 29, 2009 – 1:00 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:

Deb Darby-Dudley
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

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 min)
- C. Welcome and Introductions of Committee Members (10 min)
- D. Agenda Amendments and Approval (3 min)
- E. Approval of Marketing Meeting Minutes – January 6th, 2009 (3 min)
- F. Discussion and Possible Action to Approve the 2009 Marketing Committee Chair (5 min)
- G. Discussion and Possible Action to Approve North Lake Tahoe Resort Association's Marketing Cooperative Committee Members (10 min)
- H. Discussion and Direction to Staff on North Lake Tahoe Marketing Cooperative Renewal Agreement (20 min)
- I. Discussion and Direction to Staff on FY 2009/10 Marketing Direction and Related Budget Resource Allocation (30 min)
- J. Discussion and Direction to Staff on Possible Extension of Winter Bay Area Advertising Effort (15 min)
- K. Discussion and Direction to Staff on Spring/Summer Media Plan Outline (20 min)

L. Departmental Reports (written reports included in packet) (*15 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 November Report
- December Search Engine Optimization Report
- December GeoTracking Report
- December Web Report
- December Click Thru Report
- December MTRiP Report
- November Financials

Posted and Emailed January 22, 2009