



north lake tahoe

Chamber | CVB | Resort Association

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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday January 24th 2012 – 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
Alex Mourelatos, Alt.*

Committee

Members:

*Heather Allison
Deb Dudley
Deanna Gescheider
Kevin Hickey
Julie Maurer
Becky Moore
Les Pedersen
Davy Ratchford
Marguerite Sprague
Brett Williams*

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 – November 28th, 2011 (3 min)
- E. Welcome and Introduction of New Committee Members (5 min)
- F. Election of 2012 Marketing Committee Chair (5 min)
- G. Presentation on Lake Tahoe Public Television Opportunity – Chuck Moss, Lake Tahoe Accommodations (15 min)
- H. Discussion and Possible Action to Appoint the North Lake Tahoe Resort Association Marketing Cooperative Committee Members – (15 min)
- I. Update on Efforts Related to Snow Conditions – Andy Chapman (15 min)
- J. Presentation on North Lake Tahoe Advertising Tracking Report – Andy Chapman (30 min)
- K. Presentation on Email Survey Resorts – Smith and Jones (15 min)

L. Review of Agency RFP – Andy Chapman (15 min)

M. Departmental Reports

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

N. Committee Member Comments (5 minutes)

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

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

Posted and Emailed