



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

**AGENDA AND MEETING NOTICE**  
**MARKETING COMMITTEE**  
**Tuesday, July 28 – 1:00 pm**  
**Tahoe City PUD**

**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,  
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

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. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – June 16, 2009 (3 min)
- E. Review of NLTRA FY 2009/10 Budget (15 minutes)
- F. Review, Discussion and Possible Action on FY 2009/10 North Lake Tahoe Marketing Cooperative Budget Resource (20 minutes)
- G. Review and Discussion on Consumer Website Functionality and Potential Improvements (20 minutes)
- H. Review, Discussion and Possible Action on Winter 2009/10 Marketing Outline (15 minutes)
- I. Review and Discussion on FY 2009/10 Conference Sales Marketing Plan (15 minutes)
- J. Discussion on Possible Extension of Marketing Committee Lay Member Terms (5 minutes)
- K. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales

- Special Projects
- Public Relations

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- Reno/Tahoe International Airport May Report
- June Search Engine Optimization Report
- Google Analytics
- June Click Thru Report
- June MTRiP Report

Posted and Emailed July 21, 2009