



# Marketing Committee Agenda and Meeting Notice

**Tuesday, July 28<sup>th</sup> 2:00 pm**  
**Tahoe City Public Utility District Board Room**

## NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## Tourism 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.

### Marketing Committee

**NLTRA Board**  
**Brett Williams**  
**Brendan Madigan, Alt.**

#### Committee Members

**John Monson, Chair**  
Sugar Bowl

**Larry Colton**  
Resort at Squaw Creek

**Becky Moore**  
Squaw Valley Lodge

**Paul Raymore**

**Marguerite Sprague**  
North Tahoe Arts

Squaw Valley/Alpine Meadows

**Giles Priestland**  
The Ritz Carlton- Lake Tahoe

**Glenn M. Cadematorri**  
Northstar California

**Gregg Gibboney**  
Notched

**Placer County Rep**  
**Cadence Matijeich**

**NLTRA Staff**  
**JT Thompson**

**Quorum**  
**6 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – June 23, 2015 (2 min)
- E. Departmental Reports (30 min)
  - Advertising
  - Conference Sales
  - Leisure Sales
  - Special Projects/Events
  - Website Content
  - PR/Social Communication
- F. Committee Member Cara Whitley resignation and replacement recommendation and procedure – JT Thompson (10 min)
- G. Marketing Meeting Timing Discussion – John Monson (10 min)
- H. Discussion of Current Funding of Designated Marketing Reserve to a Cash Marketing Reserve – JT Thompson (10 min)
- I. Event Marketing Discussion – JT Thompson / Committee (10 min)
- J. Update on GoTahoeNorth.com analytics – JT Thompson (10 min)
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - June DestiMetrics Report
  - June Lodging Referral Report
  - Conference Activity Report
  - Google Analytics Reporting

This meeting is wheelchair accessible

Posted and Emailed (7/24/15 10:00 A.M.)

