



Marketing Committee Agenda and Meeting Notice

Tuesday, June 23rd 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

Cara Whitley
Squaw Valley/Alpine Meadows

Giles Priestland
The Ritz Carlton- Lake Tahoe

Rachael Woods
Northstar California

Gregg Gibboney
Notched

Placer County Rep
Cadence Matijevich

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. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – May 26, 2015 (3 min)
- E. Committee Member Rachael Woods Resignation and replacement recommendation and procedure – JT Thompson (10 min)
- F. FY 15-16 Draft NLTRA Budget Review – JT Thompson (10 min)
- G. FY 15-16 Draft NLT Marketing Cooperative Budget Review – JT Thompson (10 min)
- H. Discussion and Possible Recommendation on Transfer of Funds from Designated Marketing Reserve – JT Thompson (10 min)
- I. Six Month Performance Report (10/14 – 3/15) Review - JT Thompson/SOT/TAA (20 min)
- J. Discussion of Summer/Fall PR Messaging – Abbi Agency Staff (20 min)
- K. Discussion of Summer/Fall Advertizing – School of Thought (20 min)
- L. Introduction of GoTahoeNorth.com – James Hipkin, Red8 (20 min)
- M. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects/Events
 - Website Content
 - PR/Social Communication
- N. Committee Member Comments (5 minutes)
- O. Standing Reports (posted on www.NLTRA.org)

- May DestiMetrics Report
- May Lodging Referral Report
- Conference Activity Report
- Google Analytics Reporting

This meeting is wheelchair accessible

Posted and Emailed (6/19/15)