



# Marketing Committee Agenda and Meeting Notice

**Tuesday, March 28, 2017 - 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, Chair**  
Agate Bay Realty

### Committee Members

#### Eric Brandt

Destination Media Solutions

#### Terra Calegari

Resort at Squaw Creek

#### Carlyne Fajkos

Northstar California

#### Gregg Gibboney

Notched

#### Christine Horvath

Squaw Valley/Alpine Meadows

#### Todd Jackson

Big Blue Adventure

#### Judith Kline

Tahoe Luxury Properties

#### Becky Moore

Squaw Valley Lodge

#### Marguerite Sprague

Tahoe Public Arts

#### Placer County

Erin Casey  
DeDe Cordell

#### NLTRA Staff

JT Thompson

#### Quorum

**6 Members with 1 Board Member**

Items May Not Be Heard In the Order They Are Listed

### Call in information:

**Dial: 712-770-4010**

**Meeting ID: 961-748**

*Please let us know in advance if you will be calling in*

- 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 – (2 min) **Page 1 - 5**
  - January 24, 2017
- E. **Presentation** – Placer County Film Commission with Q&A to follow – Beverly Lewis, Placer County (30 min)
- Action Items – (25 min)**
- F. **Motion** – Discussion and possible approval of additional funding for Broken Arrow Sky Race – A. Burke (10 min) **Page 6 – 7**
- G. **Motion** – Discussion and possible approval of annual Special Event Partnership (Grant) Funding program – A. Burke (15 min) **Page 8 - 26**
- H. Review, discussion and comments on Public Relations RFP to be sent out by the Marketing Cooperative in April – Thompson (20 min)
- I. Review, discussion and comments on International Trade Representation RFP's to be sent out Marketing Cooperative in April – Thompson (20 min)
- J. Departmental Reports Overview – January & February (45 min)
  - Conference Sales – J. Neary **Page 30**
  - Leisure Sales – S. Winters (Thompson) **Page 31-39**
  - Events & Communications – A. Burke **Page 40-42**
  - Website Content – S. Fallon (Thompson) **Page 43**
  - Marketing – Augustine Agency **Page 44-86**
  - Public Relations – The Abbi Agency **Page 87-100**
- K. DestiMetrics West Region Mountain Market Brief – Thompson (5 Min) **Page 26 - 29**
- L. Committee Member Comments (5 minutes)

- M. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
- Conference Activity Report Page 101 - 107
  - Google Analytics Reporting Page 108 - 109
  - February '17 Lodging Referral Report Page 110

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This meeting is wheelchair accessible

Posted and Emailed (3/24/17 12:00 P.M.)