



Marketing Committee Agenda and Meeting Notice

Tuesday, March 24th 2:00 pm
Tahoe City Public Utility District – Tahoe City
Fairway Community Center

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 – Nov. 2014 & Jan. 2015 (3 min)
- E. Recap of Winter Media – Liz Bowling (10 min)
- F. Visit CA Outlook Forum Review – JT Thompson (5 min)
- G. Update of GoTahoeNorth.com Consumer Website Redesign – JT Thompson (5 min)
- H. Abbi & School of Thought Marketing Summit Review – JT Thompson (5 min)
- I. Spring Media & Social Messaging Strategy – JT Thompson (15 min)
- J. Preplanning FY 15/16 Marketing Discussion – JT Thompson & Committee (30 min)
- K. Events Update – Judy Laverty (15 min)
- L. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - PR/Social Communication
- M. Committee Member Comments (5 minutes)
- N. Standing Reports (posted on www.nltra.org)
 - February MTRiP Report
 - February Web/GeoTracking Report
 - February Lodging Referral Report
 - Conference Activity Report

This meeting is wheelchair accessible

Posted and Emailed (3/19/15)