



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE/COMMUNITY WORKSHOP**

Tuesday, March 3rd, 2009 – 1:00 p.m.

NORTH TAHOE EVENTS CENTER (NORTH TAHOE CONFERENCE CENTER, KINGS BEACH)

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**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

- I. WELCOME/OPENING
 - a. Review agenda/purpose
 - b. Where your input goes?
- II. MARKETING UPDATE
 - a. Progress from last year's workshop
 - b. Trends and Indicators
 - c. Shifts in Strategy
- III. BUDGET OVERVIEW & GROUP DISCUSSION
 - a. High-level budget picture
 - b. Marketing detail
 - c. Sample Work
 - i. Video – CA Snow
 - d. Priorities and Opportunities identified from 2/24 workshop
- IV. BUDGET BRAINSTORM
 - a. Individual Work
 - b. Group Work
 - c. Ideas on Building Blocks
- V. COMMUNITY PRIORITIES
 - a. Select top 3 priority areas
 - b. Reflections/Report out
- VI. NEXT STEPS
 - a. Board receives input from 2 workshops
 - b. Marketing Committee makes recommendations – Joint Workshop
 - c. Final Recommendations to NLTRA Board