



# Marketing Committee Agenda and Meeting Notice

**Tuesday, March 29, 2016 - 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

#### Glenn M. Cademartori

Northstar California

#### Larry Colton

Resort at Squaw Creek

#### Gregg Gibboney

Notched

#### Christine Horvath

Squaw Valley/Alpine Meadows

#### Todd Jackson

Big Blue Adventure

#### Becky Moore

Squaw Valley Lodge

#### Giles Priestland

The Ritz-Carlton

#### Marguerite Sprague

North Tahoe Arts

### Placer County Rep

**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**

- 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 – Feb. 23, 2016 (2 min)
- E. Departmental Reports Overview (30 min)
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Special Projects/Events – J. Laverty
  - Website Content – Thompson
  - Advertising – Thompson
  - PR / Social – The Abbi Agency
- F. Business Advisory Chamber Collaborative (BACC) FY 2016-2017 Funding Request Presentation for possible action/approval – BACC Committee Members (20 min)
- G. Future Event Sponsorship Funding / Wanderlust 2017 Discussion – Laverty/Neary/Thompson (20 min)
- H. NLT Cooperative Marketing Committee Current Open Seat Discussion, and Nominations for FY 2016/2017 for possible action/approval – Thompson (5 min)
- I. Spring Advertizing Campaign Update – Thompson (10 min)
- J. FY 2016-2017 Strategic Goals / Action Plan Discussion – Thompson (30+ min)
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - Feb DestiMetrics Reports
  - Conference Activity Report
  - Google Analytics Reporting
  - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (3/25/16 10:00 A.M.)