



# Marketing Committee Agenda and Meeting Notice

**Tuesday, May 26th 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 – April 28, 2015 and May 20, 2015 (3 min)
- E. BACC Marketing Grant Request Presentation for Shop Local Seed/"Shopping" Product for FY 15-16. **Motion** - Ginger Karl (10 min)
- F. FY 15-16 Budget Discussion/Strategy – JT Thompson, Committee (30 min)
- G. Review, Discussion and **Motion** on Marketing Reserve – JT Thompson (15 min)
- H. Review, Discussion and **Motion** on North Lake Tahoe Marketing Cooperative Agreement with IVCBVB – JT Thompson (20 min)
- I. International Marketing Co-op Strategy – JT Thompson / Jeremy Jacobson (20 min)
- J. Discussion on Summer Lake Water Level Messaging – Abbi Agency Staff (15 min)
- K. GoTahoeNorth.com update – JT Thompson (10 min)
- L. Leisure Sales Manager Position Update – JT Thompson (5 min)
- M. Special Events Update – Judy Laverty (10 min)
  - USA Cycling
  - Ironman Future Agreement
- N. Departmental Reports
  - Advertising
  - Conference Sales
  - Leisure Sales
  - Special Projects
  - Website Content
  - PR/Social Communication

- O. Committee Member Comments (5 minutes)
- P. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - April MTRiP Report
  - April Web/GeoTracking Report
  - April Lodging Referral Report
  - April Reno/Tahoe International Airport Report
  - Conference Activity Report

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This meeting is wheelchair accessible

Posted and Emailed (5/21/15 )