



# Special Meeting Notice

## Marketing Committee Agenda

Wednesday, May 20th 9:00 am  
**NLTRA Conference 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. Recommendation for Approval of Draft NLTRA FY 2015/16 Marketing Scope of Work (Attachment A) for inclusion in NLTRA/Placer 2015/16 Agreement (**Motion**)
- E. Recommendation for Approval of Draft NLTRA FY 2015/16 Tourism Marketing Budget (Attachment A3) for inclusion in NLTRA/Placer 2015/16 Agreement (**Motion**)
- F. Committee Member Comments
- G. Confirm next scheduled committee meeting –

**Tuesday, May 26, 2015 @ 2:00 P.M. – TCPUD**

- H. Adjourn

*For this Special meeting you have the option of calling in.  
Conference Call-in information is below.*

**Call in number: 712-775-7031**

**Meeting ID: 911-871-685**

This meeting is wheelchair accessible

Posted and Emailed (5/15/15 )