



north lake tahoe

Chamber | CVB | Resort Association

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**AGENDA AND MEETING NOTICE
DESTINATION MARKETING TASKFORCE
FRIDAY, NOVEMBER 22ND, 2013 9AM
NORTH LAKE TAHOE VISITORS CENTER – TAHOE CITY**

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

**Taskforce
Committee
Members**

Committee

Members:

Bill Matte
Joseph Mattioli
Julie Maurer
Becky Moore
Chief John Pang
Brett Williams

NLTRA Staff:

Andy Chapman
Sandy Evans Hall

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 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. Welcome and Introductions (5 min)
- D. Destination Marketing Taskforce Initiative Review (1 hour)
 - Current Customer Mix
 - Air Transportation Network
 - Regional Mobility
 - Marketing and Messaging
 - Conference Group and International Efforts
- E. Destination Industry Review (30 min)
- F. Revenue Opportunities (20 min)
- G. Next Steps – Andy Chapman (15 min)

Posted and Emailed

