



# Marketing Committee

## \*Revised Agenda and Meeting Notice

**Tuesday, November 18th 2:30 pm**  
**Tahoe City Public Utility District – Tahoe City**

### 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

**Brendan Madigan,**  
Primary  
**Valli Murnane, Alt.**

#### Committee Members

**John Monson, Chair**  
Sugar Bowl

**Larry Colton**  
Resort at Squaw Creek

**Becky Moore**  
Squaw Valley Lodge

**Paul Raymore**  
Homewood Mountain

**Marguerite Sprague**  
North Tahoe Arts

**Cara Whitley**  
Squaw Valley/Alpine Meadows

**Brett Williams**  
Agate Bay Realty

**Giles Priestland**  
The Ritz Carlton- Lake Tahoe

**Rachael Woods**  
Northstar California

**Placer County Rep**  
**Jennifer Merchant**

**NLTRA Staff**  
**TBD**

**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. Introduction and Welcome of New Members Rachael Woods and Giles Priestland (5 min)
- D. Agenda Amendments and Approval (2 min)
- E. Approval of Marketing Meeting Minutes – October 28, 2014 (3 min)
- F. Overview of Winter Consumer Marketing Creative – (20 min)
- G. Review of GoTahoeNorth.com Consumer Website Redesign – (30 min)
- H. Request for MRG funds to be used for marketing Condor flight from London in winter 2015/16 from Marketing Coop of up to \$36,195 (MOTION) – Andy Chapman/Sandy Evans Hall – (10 min)
- I. Request for sponsorship of Women’s Amgen Bicycle Race in May 2015 of \$40,000 to be funded by Marketing Coop, possibly requiring \$28,000 (70%) from 2014/15 Marketing Reserves (MOTION) – Andy Chapman/Sandy Evans Hall (10 min)
- J. Review of Summer Intercept Research Results – Sandy Evans Hall (10 min)
- K. Update on Tourism Director Transition Plan – Sandy Evans Hall (10 min)
- L. Departmental Reports
  - Advertising
  - Conference Sales
  - Leisure Sales
  - Special Projects
  - Website Content
  - PR/Social Communication
- M. Committee Member Comments (5 minutes)

- N. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))
- October MTRiP Report
  - October Web/GeoTracking Report
  - October Lodging Referral Report
  - September Reno Tahoe International Airport Report
  - Conference Activity Report

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This meeting is wheelchair accessible

Revised and Emailed (11/17/14)