



north lake tahoe

Chamber | CVB | Resort Association

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**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday November 19th, 2013 2pm
TAHOE CITY PUBLIC UTILITY DISTRICT – 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

**Marketing
Committee
Members**

NLTRA Board:

*Eric Brandt, Primary
Valli Mumane Alt.*

Committee

Members:

*Heather Allison (Chair)
Kevin Hickey
Julie Maurer
Chuck Maas
Becky Moore
Marguerite Sprague
Brett Williams
Brad Wilson*

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee
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 – October 29th, 2013 (3 min)
- E. Destination Strategy Discussion and Industry Review – Ralf Garrison, DestiMetrics (30 min)
- F. Update on Leisure Sales Activities - Jeremy Jacobsen (20 min)
- G. Update on Conference Sales Activities – Jason Neary (15 min)
- H. Review of 2014 Marketing Committee Appointment Process – Andy Chapman (15 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

J. Committee Member Comments (*5 minutes*)

K. Standing Reports (posted on www.nltra.org)

- October MTRiP Report
- October Web/GeoTracking Report
- October Lodging Referral Report
- September Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed 11/15/13