



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**REVISED AGENDA AND MEETING NOTICE
MARKETING COMMITTEE**

**Tuesday, November 25, 2008 – 2:00 p.m.
Tahoe City PUD – Board Room**

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:

Dan Tester - Chair
Debbie Casey
Debra Darby-Dudley

Committee
Members:

Julie Maurer
Christine Horvath
Lolly Kupec
Ron Parson
Sue Hyde
Les Pedersen

Placer County Rep:
Jennifer Merchant

Quorum

2 Board Members
1 Lay 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 minutes)
- C. Agenda Amendments and Approval
- D. Approval of Marketing Meeting Minutes – October 28th, 2008
- E. Presentation on AST Winter Dew Tour 2008 – Nadia Guerriero, Director of Events and Conference Services, Northstar-at-Tahoe (20 minutes)
- F. Presentation on Ski Lake Tahoe/Sierra Marketing Council 2008/09 Marketing Efforts – Carl Ribuado, Executive Director, Ski Lake Tahoe/Sierra Ski Marketing Council (20 minutes)
- G. Presentation, Discussion and Possible Action on the North Tahoe Public Utility District Request for Continued Conference Marketing Grant in the Amount of \$15,000 (15 minutes)
- H. Discussion and Possible Action to Recommend Approval of Reserve Allocation Funds for:
 - NTPUD Conference Marketing - \$15,000
 - RRC Consumer Survey - \$5,000 (10 minutes)
- I. Presentation on 2008 Autumn Food & Wine Results – Judy Laverty, Special Projects Manager, NLTRA (20 minutes)
- J. Update on Marketing Decision Tool Development (10 minutes)

- K. Review of Committee Member Appointment Process (*10 minutes*)
- L. Discussion on December 30th Marketing Committee Meeting (*3 minutes*)
- M. Departmental Reports (written reports included in packet) (*15 minutes*)
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations
- N. Committee Member Comments (*5 minutes*)
- O. Standing Reports (posted on www.nltra.org)
 - Reno/Tahoe International Airport September Report
 - October Search Engine Optimization Report
 - October GeoTracking Report
 - October Web Report
 - October Click Thru Report
 - September Financials
 - October MTRiP Report

Posted and Emailed November 17, 2008