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**AGENDA AND MEETING NOTICE**  
**Conference Sales Sub-Committee Meeting**  
**Friday, October 28, 2011, 2pm**  
**NLTRA Office – 100 North Lake Boulevard, 2<sup>nd</sup> Floor (at the “Y”)**

**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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order
- B. Selection of Conference Sales Sub-Committee Chairperson (10 min)
- C. Approval of the Conference Sales Sub-Committee Meeting Minutes from August 23, 2011
- D. Presentation of Media Plan, Coop Opportunities, Creative – Wendy Hummer EXL Media (20 min)
- E. Presentation of New Conference Planning Guide – Jason Neary (5 min)
- F. Review of Trade Show/Travel Schedule – Jason Neary (15 min)
- G. Review of Sales Productivity Reports – Jason Neary (15 min)
- H. Update on National Sales Manager Position – Jason Neary (5 min)
- I. Lake Tahoe Conference Advisory Board – Jason Neary (15 min)
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))