



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday October 28, 2014 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

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 – September 24th 2014 (3 min)
- E. NLTRA Director of Tourism Transition Plan – Sandy Evans Hall/Andy Chapman (15 min)
- F. NLT Marketing Committee Appointment Board Recommendation – Andy Chapman (30 min)
- G. Review of Committee Appointment Process – Andy Chapman (20 min)
- H. Review and Approval on the Special Event Grant applications – Judy Laverty (10 min)
- I. Presentation on BACC Touch the Lake Campaign – The Abbi Agency (20 min)
- J. Update on Nordic Council Efforts – Jeremy Jacobsen (20 min)
- K. Departmental Reports
 - o Advertising
 - o Conference Sales

Marketing Committee Members

NLTRA Board:

Brendan Madigan,
Primary
Valli Murmane Alt.

Committee

Members:

John Monson(Chair)
Larry Colton
Becky Moore
Paul Raymore
Marguerite Sprague
Cara Whitley
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee
Members with 1
Board Member

- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

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

- September MTRiP Report
- September Web/GeoTracking Report
- September Lodging Referral Report
- August Reno Tahoe International Airport Report
- September Conference Sales Report

Posted and Emailed