



Marketing Committee Agenda and Meeting Notice

Tuesday, October 25, 2016 - 2:00 pm
Tahoe City Public Utility District Board Room

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

Brett Williams, Chair
Agate Bay Realty

Committee Members

Eric Brandt
Destination Media Solutions

Carlyne Fajkos
Northstar California

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Becky Moore
Squaw Valley Lodge

Giles Priestland
The Ritz-Carlton

Marguerite Sprague
Tahoe Public Arts

Placer County Rep
DeDe Cordell

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:

Dial: 712-770-4010

Meeting ID: 961-748

- 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min)
 - August 23, 2016
 - September 27, 2016
- E. Discussion and possible approval of WinterWonderGrass Tahoe sponsorship agreement – Thompson (20 min)
- F. Discussion and possible approval of Spartan World Championships, 2-5 year sponsorship proposal – Thompson (20 min)
- G. Discussion and possible approval of Abbi Agency Contract for BACC program "Touch the Lake" – Thompson (20 min)
- H. Discussion and possible approval of Northstar \$10,000 Community Marketing Grant - Thompson
- I. Events & Communications Manager / Welcome Amber Burke to the team – Thompson (2 min)
- J. Departmental Reports Overview (20 min)
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Website Content – S. Fallon
 - PR / Social – The Abbi Agency
 - Advertising – Augustine
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on www.NLTRA.org)
 - Conference Activity Report
 - Google Analytics Reporting
 - September Lodging Referral Report

This meeting is wheelchair accessible

Posted and Emailed (10/21/16 5:00 P.M.)
