



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

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE  
Tuesday, February 22, 2011  
TAHOE CITY PUBLIC UTILITIY DISTRICT OFFICE**

**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:

Deanna Gescheider  
Ron Parson  
Barb Cohen

Committee

Members:

Heather Allison  
Debra Dudley  
Kevin Hickey  
Christine Horvath  
Julie Maurer  
Becky Moore  
Les Pedersen  
Brett Williams

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 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – January 25, 2011 (3 min)
- E. Discussion and Direction on High Level Marketing Goals and Objectives (30 min)
- F. Discussion and Direction on Small Lodging Marketing Effort (15 min)
- G. Discussion and Direction on Summer Media Planning (15 min)
- H. Discussion, Review and Direction on Request for Proposal for Advertising Agency (20 min)
- I. Discussion and Possible Action on Use of \$199,755 in Fund Balance Carryover (20 min)
- J. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Website Content
  - o Social Marketing

- Public Relations

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- January MTRiP Report
- December Reno Tahoe Airport Report
- January Search Engine Optimization Report
- January Web/GeoTracking Report
- January Lodging Referral Report
- Conference Activity Report

Posted and Emailed