



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Thursday May 9, 9 – 11am

Call in information:

Call in number: 605-475-4842

Access code: 120318

The May meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday, May 9 at 9am. The meeting will be held in the **Incline Village Crystal Bay Visitors Bureau**, located at 969 Tahoe Blvd, Incline Village.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of March 7, 2019 Coop Meeting Minutes
(For Possible Action) Page 1 | Chair |
| F. Update on NLTRA Staffing Changes | Bonnie |
| G. Update on The Abbi Agency Staffing Changes | Jessica |
| H. MOTIONS/ACTION ITEMS: | |
| a. Review and Approval of Summer Concept Page 6 | Lindsay |
| I. 18.19 Winter Campaign Recap | Lindsay/Jessica |
| J. Update on Summer Music Campaign Page 23 | Amber |

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| K. Update on Spring Ski Photo and Video Shoot | Amber |
| L. Peak Visitation Impact Research Project | Andy |
| M. Update on International Sales | Sarah |
| N. Review of March NLTMC Financials Page 26 | Bonnie/Andy |
| O. Discussion on Future NLTMC Meeting Schedule Page 31 | Amber |
| J. New Business | Chair |
| K. Old Business | Chair |
| L. Adjournment | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office
 Crystal Bay Post Office
 Incline Village Crystal Bay Visitors Center
 North Lake Tahoe Resort Association

IVGID
 Incline Justice Court
 Meeting Location