



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, February 18, 2020 3 – 5pm

Call in information:

Call in number: 1-712-770-4010

Access code: 775665#

The February meeting of the North Lake Tahoe Marketing Coop Committee will be held on Tuesday, February 18 at 3pm. The meeting will be held in the Tahoe City Visitors Center, located at 100Tahoe Blvd, Tahoe City.

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.

Estimated Time

3:00pm	A. Call to Order	Chair
3:05pm	B. Public Comment (Pursuant to NRS 241.020)	Chair
3:10pm	C. Roll Call	Chair
3:15pm	D. Motion: Approval of Agenda	Chair
3:17pm	E. Motion: Approval of October 9, 2019 Coop Meeting Minutes Page 1	Chair
3:20pm	F. Introduction of new NLTRA CEO and Coop Board Member	Chair
3:25pm	G. Show new NLT Destination Video	Amber
3:30pm	H. 2020 Spring Creative Preview & Media Market Discussion Page 3	Augustine
3:55pm	I. 2020 Spring PR, Social & Content Preview Page 22	Abbi Agency
4:20pm	J. NLTMC Request for Agency Proposals Update	Amber/Andy
4:40pm	K. Financial Update Page 42	Bonnie
4:50pm	L. New Business	Chair
4:55pm	M. Old Business	Chair
5:00pm	N. 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