



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, November 11th, 2020 3 – 5pm
Join Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/83785486926?pwd=QmNLOFAzcVdXeEJubk5MeTRQeUtsdz09>

Meeting ID: 837 8548 6926

Passcode: 383098

+1 669 900 9128 US (San Jose)

The November meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, November 11th, 2020 via Zoom.

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. | Motion: Approval of Agenda | Chair |
| E. | Motion: Approval of September 9th, 2020 Coop Meeting Minutes | Chair |
| F. | Update on Travel Nevada Grant Awards | Andy |
| G. | Update on Winter Consumer Media Plan and Creative | Augustine/R7 |
| H. | Update on Winter Communication/PR Efforts | Liz |
| I. | Update on Winter Social/Content Campaigns | Amber/Abbi Team |
| J. | Review of Group/Meetings Media Campaign | Sarah/R7 |
| K. | Group/Meetings Booking & Cancellation Review | Sarah |
| L. | Update on International Sales Strategy | Sarah |

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| M. | Review of Know Before You Go Guides (Winter & Meetings) | Amber/Sarah |
| N. | Motion: Review and Approve September Coop Financials | Bonnie |
| O. | Update on FY 20/21 Three Month Reforecast | Jeff/Andy |
| P. | Roundtable discussion on business levels and future activities | Jeff/Andy |
| Q. | New Business | Chair |
| R. | Old Business | Chair |
| S. | Adjournment | Chair |

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

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website