



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

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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 may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link above.

	A.	Call to Order	Chair
	B.	Public Comment (Pursuant to NRS 241.020)	Chair
	C.	Roll Call	Chair
	D.	Motion: Approval of Agenda	Chair
Page:1	E.	Motion: Approval of Mar 9th, 2022 Coop Meeting Minutes	Chair
Page:4	F.	22/23 FY Strategy Overview	Augustine/Staff
Page:20	G.	Review of Draft 22/23 FY Coop Budget	Burke/Chapman
Page:21	H.	New Content Campaigns Update	Augustine/Burke
	I.	Update on Destination Stewardship Tahoe Project	Karowski/Chapman
Page:25	J.	LTVA Rebranding Update/Discussion	Augustine/Staff
	K.	Sales Update	Peterson
Page:31	L.	March 2022 Coop Financials Update	Van Siclen
	M.	New Business	Chair
	N.	Old Business	Chair
	O.	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

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