



# north lake tahoe

## **NORTH LAKE TAHOE MARKETING COOP COMMITTEE**

### **Agenda**

**Friday, February 17, 2012**

The February meeting of the North Lake Tahoe Marketing Coop Committee will be held on Friday, February 17th, beginning at 2pm. The meeting will be held in the Granite Chief conference room at the Resort at Squaw Creek, located at 400 Squaw Valley Road, Olympic Valley, CA 96146.

**PUBLIC COMMENTS**—Public comment will be at the 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, or on “action” items immediately before board discussion of such “action” items. 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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| <b>I.</b> Call to Order  | Les Pedersen, Vice Chair |
| <b>II.</b> Introduction of New Committee Members                               | Les Pedersen, Vice Chair |
| <b>III.</b> Roll Call  | Les Pedersen, Vice Chair |
| <b>IV.*</b> Approval of Agenda   | Les Pedersen, Vice Chair |
| <b>V.*</b> Appointment of New Chair for FY 2011/12                             | Les Pedersen, Vice Chair |
| <b>VI.*</b> Approval of September 28 <sup>th</sup> , 2011 Coop Meeting Minutes | Chair                    |
| <b>VII.</b> *Discussion on NLT Marketing Cooperative Agreement                 | Andy Chapman             |
| <b>VIII.</b> *Review and Approval of Agency RPF Process                        | Andy Chapman             |
| <b>IX.</b> *Appointment of RFP Sub-Committee                                   | Chair                    |

<b>X.</b> Update on Marketing Efforts Due to Current Conditions	Andy Chapman/Agencies
<b>XI.*</b> Review Ad Awareness Study report from LA/SF	Andy Chapman/Agencies
<b>XII.*</b> Review of Consumer Email Survey Results	Smith and Jones
<b>XIII.*</b> FYE 2011/12 Financial Review	Hoffman/DeRoulet
<b>XIV.</b> New Business	Chair
<b>XV.</b> Public Comment	Chair
<b>XIII.*</b> Adjournment	Chair

\*Any items on the Agenda indicated by an asterisk, are items upon which the Board may take action.

Physically disabled persons desiring to attend this meeting should contact Terry Jones at 800-468-2463

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