



Marketing Committee Agenda and Meeting Notice

Tuesday, February 21, 2017 - 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board
Brett Williams, Chair
Agate Bay Realty

Committee Members

Eric Brandt
Destination Media Solutions

Terra Calegari
Resort at Squaw Creek

Carlyne Fajkos
Northstar California

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Judith Kline
Tahoe Luxury Properties

Becky Moore
Squaw Valley Lodge

Marguerite Sprague
Tahoe Public Arts

Placer County
Erin Casey
DeDe Cordell

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:
Dial: 712-770-4010
Meeting ID: 961-748

Please let us know in advance if you will be calling in

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min) **Page 1-5**
 - January 24, 2017
- E. Review and discussion of Special Event Grant Funding Program – A. Burke (30 min) **Page 6-24**
- F. Presentation and strategic discussion (Q&A) on North Lake Tahoe Winter Public Relations Activity – Liz Bowling, The Abbi Agency (30 min)
- G. Departmental Reports Overview (30 min)
 - Conference Sales – J. Neary **Page 28-29**
 - Leisure Sales – S. Winters (Thompson) **Page 30-34**
 - Events & Communications – A. Burke **Page 36-36**
 - Website Content – S. Fallon **Page 37**
 - Marketing – Augustine Agency **Page 38-46**
- H. DestiMetrics West Region Mountain Market Brief – Thompson (5 Min) **Page 25-27**
- I. Committee Member Comments (5 minutes)
- J. Standing Reports (posted on www.NLTRA.org)
 - Conference Activity Report **Page 47-53**
 - Google Analytics Reporting **Page 54-55**
 - January '17 Lodging Referral Report ***this will be a handout at the meeting**

This meeting is wheelchair accessible

Posted and Emailed (2/16/17 2:00 P.M.)