



Marketing Committee Agenda and Meeting Notice

Tuesday, January 24, 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 Klein

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 1-4)
 - November 29, 2016
- E. Welcome and Introduction of new Committee Members – Chair (5 min) (Page 5)
- F. 2017 Committee Meeting Dates, Membership and Election of Chair – Thompson (5 min) (Page 6)
- G. Presentation and discussion (Q&A) on North Lake Tahoe Winter Marketing Activity Augustine & Richter7 (30 min) (Page 7-42)
- H. **Action Items** – Budgeted Event Contract Approvals (45 min) (Page 43-46)
 - **Motion** – Discussion and possible approval of \$40,000 Sponsorship of Audi FIS World Cup, March 9-11, 2017 (Page 47-62)
 - **Motion** – Discussion and possible approval of \$18,900 Sponsorship of Amgen Tour of California, May 11-12, 2017 (Page 63-64)
 - **Motion** – Discussion and possible approval of \$8,000 Sponsorship of No Barriers Summit, May 30 – June 4, 2017 (Page 65-75)
 - **Motion** – Discussion and possible approval of \$50,000 Sponsorship of Tough Mudder, June 10-11, 2017 (Page 76-79)
 - **Motion** – Discussion and possible approval of \$10,000 Sponsorship of Broken Arrow Sky Race, June 16-17, 2017 (Page 80-81)
 - **Motion** – Discussion and possible approval of \$35,000 Sponsorship of Wanderlust, July 20-23, 2017 (Page 82-92)
- I. Departmental Reports Overview (45 min)
 - Conference Sales – J. Neary (Page 93-94)
 - Leisure Sales – S. Winters (Thompson) (Page 95-97)
 - Events & Communications – A. Burke (Thompson) (Page 98-99)
 - Website Content – S. Fallon (Page 100)

- PR / Social – The Abbi Agency (Page 101-114)
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on www.NLTRA.org)
 - Conference Activity Report (Page 115-120)
 - Google Analytics Reporting (Page 121-122)
 - December Lodging Referral Report (Page 123-124)
 - Quarterly International Reports (Australia and UK) (Page 125-207)

This meeting is wheelchair accessible

Posted and Emailed (1/20/17 5:00 P.M.)
