



# Marketing Committee Agenda and Meeting Notice

Monday, July 24<sup>th</sup>, 2017 - 2:00 pm  
Tahoe City PUD

## 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

**Carlynn 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

**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 1-3**
  - June 27<sup>th</sup>, 2017

### Presentation & Discussion

- E. Update on NLTRA/Placer County Contract and Scope of Work – Brett Williams (15 min)  
**Page 4-11**
- F. Review and Approval: Autumn Food and Wine/Northstar Contract – Amber Burke (20 min)  
**Page 12-19**
- G. Review on Detailed FY 2017/18 NLT Marketing Coop Budget – Andy Chapman (15 min)  
**Page 20-22**
- H. Review of 2017 Autumn Food and Wine Program – Amber Burke (20 min)
- I. Committee Member Comments
- J. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (7/19/17 – 4 pm)