



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Thursday June 29th, 2017 – 8:30 am

Call in information:

Call in number: 712-770-4010

Meeting ID: 961-748

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday, June 29th at 9am. The meeting will be held in the **lower level conference room (in the Visitor Center) of the North Lake Tahoe Resort Association, 100 North Lake Tahoe Blvd., Tahoe City, CA 96145 Phone: (530) 581-6900.**

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 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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| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of April 26 th , 2017 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. Review and Direction on FY 2017/18 NLTM Coop Budget
(For Possible Action) Page 1 | Chapman |
| G. Presentation on Consumer Journey Strategy Page 2-30 | Augustine/Richter 7 |

- H. Presentation on FY 2017/18 Media Plan and Budget Flowsheets Augustine/Richter 7
- I. Review and Approval of Abbi Agency Contract Chapman
(For Possible Action) Page 31-51
- J. Review and Direction on Black Diamond UK/IRE Contract Winters
(For Possible Action) Page 52-56
- K. Review and Direction on Gate 7 AUS/NZ Contract Winters
(For Possible Action) Page 57-81
- L. Review and Discussion on FY 2016/2017 YTD Financials Priester/Chapman
Page 82-85
- M. Discussion and Appointment of FY 2017/18 Coop Chair and Vice Chair Chair
- N. New Business Chair
- O. Old Business Chair
- P. Public Comment (Pursuant to NRS 241.020) Chair
- Q. Adjournment (For Possible Action) Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

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