



# north lake tahoe

## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Wednesday, June 6 - 2018

#### Call in information:

Call in number: 605-475-4842

Access code: 120318

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday June 6 at 10am. The meeting will be held in the **Tahoe City Visitors Information Center**, located at 100 North Lake Blvd., Tahoe City.

**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 March 13, 2018 Coop Meeting Minutes<br>(For Possible Action) <a href="#">Page 1</a> | Chair          |
| F. Budget Reforecast Update  | Lange/Chapman  |
| G. 2018/19 Draft Budget for review and approval  | Lange/Chapman  |
| H. Update on Summer 17/18 Consumer Programs  | Augustine/Abbi |

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| <b>I.</b> Media Spend reallocation discussion for approval           | Richter7 |
| <b>J.</b> SMARI Research Proposal for approval <b>Page 5</b>         | Lange    |
| <b>K.</b> Destimetrics Research Proposal for approval <b>Page 34</b> | Lange    |
| <b>L.</b> New Business   | Chair    |
| <b>M.</b> Old Business   | Chair    |
| <b>N.</b> Public Comment (Pursuant to NRS 241.020)                   | Chair    |
| <b>O.</b> Adjournment  | 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