



north lake tahoe

Chamber | CVB | Resort Association

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AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday May 29, 2012 TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division 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.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

Marketing Committee Members

NLTRA Board:

Eric Brandt, Primary
Alex Mourelatos, Alt.

Committee

Members:

Les Pedersen (Chair)
Heather Allison
Deb Dudley
Deanna Gescheider
Kevin Hickey
Julie Maurer
Becky Moore
Davy Ratchford
Marguerite Sprague
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Board Members
with 1 Board
Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- 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. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – March 27, 2012 (3 min)
- E. Review and Discussion on High Notes Media Program – EXL Media (20 min)
- F. Review and Approval of FY 2012/13 TOT Budget and Budget Process – Andy Chapman (20 min)
- G. Review and Approval of FY 2012/13 Conference Advertising Plan – Jason Neary/EXL Media (20 min)
- H. Update on Ironman Lake Tahoe Bid Process – Andy Chapman (30 min)
- I. Update on Agency RFP Process – Andy Chapman (10 min)
- J. North Lake Tahoe Performance Report (October 2011 – March 20-12) – Andy Chapman (10 min)

K. Departmental Reports

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- April MTRiP Report
- April SEO Report
- April Web/GeoTracking Report
- April Lodging Referral Report
- April Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed