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**Marketing Committee**

**Agenda and Meeting Notice**

**Tuesday, November 29, 2016 - 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.

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| **Marketing Committee** **NLTRA Board****Brett Williams, Chair**Agate Bay Realty**Committee Members****Eric Brandt**Destination Media Solutions**Carlynne Fajkos**Northstar California**Gregg Gibboney**Notched**Christine Horvath**Squaw Valley/Alpine Meadows**Todd Jackson**Big Blue Adventure**Becky Moore** Squaw Valley Lodge**Giles Priestland**The Ritz-Carlton**Marguerite Sprague**Tahoe Public Arts**Placer County Rep****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*Call to Order – Establish QuorumPublic 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)Agenda Amendments and Approval (2 min)Approval of Marketing Meeting Minutes – (2 min)October 25, 20161. Presentation and discussion (Q&A) on North Lake Tahoe Activity Tickets program – Bart Peterson, IVCBVB (20 min)
2. Discussion and possible approval of 2017 Marketing Committee Membership and Chair – Thompson (20 min)
3. Update and Discussion of BACC program “Touch the Lake” – TAA / Thompson (20 min)
4. Departmental Reports Overview (45 min)
* Conference Sales – J. Neary
* Leisure Sales – S. Winters
* Events & Communications – A. Burke
* Website Content – S. Fallon
* PR / Social – The Abbi Agency
* Advertising – Augustine
1. Committee Member Comments (5 minutes)
2. Standing Reports (posted on [www.NLTRA.org](http://nltra.org/meetings/meeting_minutes.php?committeeID=1))
* Conference Activity Report
* Google Analytics Reporting
* October Lodging Referral Report

 This meeting is wheelchair accessible Posted and Emailed (11/25/16 12:00 P.M.)  |

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