



Marketing Committee Agenda and Meeting Notice

Tuesday, September 26th, 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

Carlyne 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**
 - July 24th, 2017
- Presentation & Discussion - Abbi Agency **Page 4-21****
- E. PR/Social Updates – Abbi Agency
 - Q3 Luminaries Update
 - Q4 Winter Plans & Themes
- F. Consumer Marketing Updates – Augustine Agency **Page 22-53**
 - Summer Recap
 - Winter Preview
 - Website SEO review and recommendation
 - Experiential Campaign Presentation
- G. Events and Communications – Amber Burke
 - BACC Strategic Planning Session Marketing Committee Participation **Page 54-55**
 - Update on Event Partnership Funding Process
 - Event Producer attending Marketing Committee Meetings
- H. **Event Contracts – For possible Action/Approval**
 - 1. Winter Wondergrass **Page 56-59**
 - 2. Tough Mudder **Page 60-64**
 - 3. North Lake Tahoe Summit Classic Lacrosse Tournament **Page 66-68**
- I. FY 2017/18 Conference Sales In-Year Strategy Update - Neary

- J. CMO/TD Recruitment Process – Williams/Chapman (15 min)
- K. Departmental Verbal Report – June (30 min)
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Events & Communications – A. Burke
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency
- L. Standing Reports (posted on www.NLTRA.org)
 - Destimetrics August Report
 - RTIA June Passenger and Cargo Report
 - Conference Activity Report
 - August Lodging Referral Report
- M. Committee Member Comments
- N. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (9/21/2017 12:00 pm)