



north lake tahoe

Conference Sales Advisory Committee

Wednesday, September 11, 2019

2:00pm – 4:00pm – Committee Meeting
4:00pm – 4:45pm – DOS Meeting on Sponsorships

Meeting Location: Granlibakken Tahoe
725 Granlibakken Road, Tahoe City, CA 96145
Room: Cedar Glen Room (right off the lobby)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/260728117>

Join the conference call:

1-712-770- 4010

Access code: 775665#

- I. Welcome by Granlibakken – Jennifer Capistran (*15 min*)
- II. RASC Update - Carl Ribaldo (*30 minutes*) **Page 1**
- III. DestiMetrics Tracking & Benefits – Drew Larsen & Katie Barnes (*30 minutes*)
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- IV. Looking forward
 - a. Public Relations, Jessica Pauletto (*10 minutes*) **Page 49**
 - b. Advertising, Cathy Nanadiego (*10 minutes*) **Page 56**
- V. Data Update - Sarah Winters (*5 Minutes*)
 - a. Q2 2019 Visa Data, Sarah Winters
- VI. Partnership Opportunities – Sarah Winters (*5 minutes*)
 - a. CALSAE Update
 - b. Travel Schedule Update
- VII. Open Discussion (*10 minutes*)