



Marketing Committee Agenda and Meeting Notice

• Revised

Tuesday, September 29, 2015 - 2:00 pm
Fairway Community Center, Tahoe City

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

Brendan Madigan, Alt.

Committee Members

John Monson, Chair

Sugar Bowl

Larry Colton

Resort at Squaw Creek

Becky Moore

Squaw Valley Lodge

Paul Raymore

Marguerite Sprague

North Tahoe Arts

Christine Horvath

Squaw Valley/Alpine Meadows

Giles Priestland

The Ritz Carlton- Lake Tahoe

Glenn M. Cadematorri

Northstar California

Gregg Gibboney

Notched

Placer County Rep

Cadence Matijevich

NLTRA Staff

JT Thompson

Quorum

6 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – August 25, 2015 (2 min)
- E. Departmental Reports (30 min)
 - Conference Sales – Jason Neary
 - Leisure Sales – Sarah Winters
 - Special Projects/Events – Judy Laverty / JT Thompson
 - Ironman
 - AFW
 - Spartan Race
 - USA Cycling – ROI Report
 - Website Content – Shelley Fallon
 - PR/Social Communication
 - Advertizing
- F. 2015 - 2016 Work Plan Review and **Motion to Approve** - Evans Hall / Thompson (15 min)
- G. 2015 - 2016 Strategic Goals Review and **Motion to Approve** - Thompson (15 min)
- H. 2014 – 2015 Fund Balance and Marketing Scope of Work review – Thompson (20 min)
- I. Update on Cross Country (XC/Nordic) Skiing Program for '15-'16 Season – Winters (10 min)
- J. WinterWonderGrass Tahoe Sponsorship Agreement – Laverty (10 minutes)
- K. Directors Comments and Follow up - Thompson (10 minutes)
- L. 2015 – 2016 Marketing and PR Strategy Presentations (60 minutes)
 - School of Thought
 - The Abbi Agency

M. Committee Member Comments (5 minutes)

N. Standing Reports (posted on www.NLTRA.org)

- August DestiMetrics Report
- Conference Activity Report
- Google Analytics Reporting

This meeting is wheelchair accessible

Posted and Emailed (9/25/15 10:00 A.M.)