

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic **Q1 2014 Communications Report**

Purpose	Information: X Guidance: Decision:
Objective	Review Outreach Communication Activity from the Quarterly Communication Report to the Community and Airport Users.
Last Action	The Q1 Communication Report included 5 events, and 1 birthday party in the playground. We sent 5 e-blast's to 412 recipients with an average of 163 (40%) open e-blast. We also had the Community Rooms used 100 times by 26 nonprofit organizations.

Discussion **Events:**
 Aviation Safety Seminar
 Civil Air Patrol Open House
 Truckee Downtown Merchants Association Mixer
 Tahoe Community Nursery School Airport Tour
 North Lake Tahoe/Truckee Leadership Class Mixer

E-blasts: 412 recipients

Date	Information	Opens
01/10/14	Civil Air Patrol Open House	97
02/05/14	Pilot News	115
02/10/14	Civil Air Patrol Open House Reminder	238
03/03/14	Pilot Safety Meeting	114
03/20/14	Airport Update	252

Sponsorships:

Friends of the Truckee Library
 Deer Herd Tracking
 Kidzone
 Family Resource Center Truckee
 High Fives Non-Profit Foundation
 Truckee Little League
 Tahoe Startup Weekend.org
 Truckee High School Track and Field

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Use of Airport And Community Rooms:

ACAT

Airshow Committee

Aviation Safety Meeting

Civil Air Patrol

Congressional Constituents Meeting

Glenshire H.O.A.

Good Morning Truckee

Los Medicos Voladores

Mountain Belles

Red Cross

Sierra Seniors

Stonewood HOA

Tahoe Back Country Ski Patrol

Tahoe Expedition Academy

Tahoe Flying Club

Toastmasters

Truckee Donner Chamber of Commerce

Truckee A.Y.S.O.

Truckee Donner Land Trust

Truckee Little League

Truckee Pop Warner Football

Truckee River Watershed Council

Truckee Rotary

Truckee Swim Team

Truckee Trails

Winter Creek H.O.A.
