

**TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY**

Topic: Winter 2012 - 2013 Newsletter

Purpose	Information: <b>X</b> Guidance:      Decision:
Objective	Solicit ideas from the Board for potential articles for Winter 2012 - 2013 newsletter
Last Action	The District most recently published a newsletter in the June of 2012.
Discussion	<p>Typically, three articles are selected for the newsletter and one recurring section highlighting staff.</p> <p>Newsletters in the recent past have featured the following articles:</p> <ol style="list-style-type: none"> <li>1. Airport opens new Administration Building</li> <li>2. Air Fair &amp; Family Festival</li> <li>3. New facilities for Care Flight</li> <li>4. Airport Master Plan Update</li> <li>5. Government Agencies Work Together to Benefit District Constituents</li> <li>6. Community Benefit and Outreach Efforts</li> <li>7. Board of Directors – Position Filled</li> <li>8. Meet the Staff: Barry Churich</li> <li>9. Meet the Staff: Phil McLaren</li> </ol> <p>The Winter 2012 - 2013 newsletter will contain the following articles:</p> <ol style="list-style-type: none"> <li>1. Airport Master Plan- Where and how to participate</li> <li>2. Meet the new Board member(s)</li> <li>3. Highlight local airport business</li> <li>4. Meet the Staff: TBA</li> <li>5. Other ideas?</li> </ol>
Fiscal Impact	The District spent \$11,248 on newsletters in FY 11-12 and \$21,472 in FY 10-11. Newsletters were published in November 2010, July 2011 and May 2012.
Communication Strategy	This is a primary communications tool for the District. The focus will be on Master Plan process and participation opportunities. Staff plans to publish and send to approximately 20,000 addresses in January 2013.
Attachments	N/A