



MEETING DATE: January 28, 2015
TO: Board of Directors
FROM: Mike Barrett
SUBJECT: Q4 2014 Communication Report

RECOMMENDATION: Review Outreach and Communication Activity for Q4 2014.

DISCUSSION:

E-blasts: 416 recipients

Date	Information	Opens
10/24/14	Hangar Workshop	219
11/3/14	Hangar Workshop	207
11/5/14	Hangar Workshop	156
12/2/14	Echo Row Re-Key	17
12/8/14	Santa Fly-In	201
12/10/14	Community Speaker Series - 1/10/15	178
12/10/14	Community Speaker Series - 1/10/15	164
12/10/14	Community Speaker Series – 1/15/14	178
12/15/14	Golf/Hotel Row Re- Key	11

Media:

In addition to e-blasts The District engaged the local radio station KTKE to help promote certain events such as the Speaker Series and the Santa Fly-In. This has proven to be a very effective way to convey our message.

Events:

Santa Fly-In

Truckee Community Christmas

2 - Tahoe Expedition Academy Airport Tours

Big Truck Day

Tahoe Truckee High School STEM Fair

Sponsorships:

Truckee North Tahoe Transport Management Association – Airport Express Sponsorship

Excellence in Education Foundation – Discovery Space Museum Grant

Truckee North Tahoe Transportation Management Association – Transit Summit Contribution

Sierra Expeditionary Learning – STEM Education Fund Sponsor

Truckee Community Christmas

Letters of Appreciation:

The Tahoe Truckee Community Foundation

Sierra Business Council

Tahoe Expedition Academy Preschool

Tahoe Truckee Unified School District

Family Resource Center – Santa Fly-In

Truckee Community Christmas

Use of Airport and Community Rooms:

ACAT

Arts Collaborative of Nevada County

Aspen Grove Condominium Association

Barcelona NorCal Soccer

Business Networking Group

California Highway Patrol

Civil Air Patrol

Contractors Association of Truckee Tahoe

Flying Club

Friends of the West Shore

Good Morning Truckee

I Foster

Lacrosse Club

Los Medicos Voladores

Mountain Bells

Palisades Truckee HOA

Pine Forest HOA

Ponderosa HOA

Red Cross

Riverview HOA

SHRA

Sierra Seniors

Stonewood HOA

Tahoe Expedition Academy

Tahoe Forest Hospital

TD Chamber – Knowledge Bites

Toastmasters

Truckee Donner Chamber of Commerce

Truckee Little League

Truckee North Tahoe Transportation Management Association Board Meeting

Truckee Police Officers Association

Truckee Pop Warner

Truckee Rotary

Truckee Trails

TT Swim Team

Winter Creek HOA