



MEETING DATE: January 28, 2015
TO: Board of Directors
FROM: Kevin Smith, General Manager
SUBJECT: Place Based Marketing Proposal from Truckee Donner Chamber of Commerce

RECOMMENDATION:

Staff recommends participation in the Place Based Marketing partnership program as presented by the Truckee Donner Chamber of Commerce. The Board of Directors can discuss and decide the appropriate funding level. The FY2015 Budget includes \$15,000 for Marketing the District.

DISCUSSION:

This concept was discussed during the FY2015 Budget Adoption process. The Board indicated interest in the concept but desired more details and information regarding this program. Please review the attached Place Based Marketing Proposal to this report. Lynn Saunders, Executive Director from the Truckee Donner Chamber of Commerce will make a short presentation providing detail and information about this program.

FISCAL IMPACT:

To be decided. The FY2015 Budget includes \$15,000 for Marketing the District. Attached to this report is PI 310 Marketing the District. Staff finds this request consistent with this policy.

ATTACHMENTS:

Placed Based Marketing Presentation

Placed Based Marketing "One Sheet"

PI 310 – Marketing the District