

NLTRA looking for marketing committee members

The North Lake Tahoe Resort Association is accepting applications for three seats on its Marketing Committee. These are three-year terms, January 2012 to December 2014.

The NLTRA Marketing Committee is made up of two board members, nine appointed lay (community) members and a Placer County CEO representative. Lay members are selected based on their relevant marketing experience, geographic area and industry representation. The NLTRA Board of Directors will appointment the committee members Jan. 4.

Individuals for consideration need to submit a letter of interest and resume to NLTRA Tourism Director Andy Chapman by Dec. 27, 5pm via email, Andy@PureTahoeNorth.com, or by mail at Attention: Marketing Committee Application, P.O. Box 5459, Tahoe City, CA 96145.

The NLTRA operates the North Lake Tahoe Chamber of Commerce and the Tahoe North Convention and Visitors Bureau, and is a partner with the Incline Village Crystal Bay Visitors Bureau in the North Lake Tahoe Marketing Cooperative. The NLTRA also serves as a partner with Placer County and other public agencies in the development and funding of infrastructure, transit and community mobility projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.