

# Property management firm wants LTVA to promote that lodging segment

By Kathryn Reed

An owner of a vacation rental agency in South Lake Tahoe wants the Lake Tahoe Visitors Authority to pursue a promotional program with PBS.

Jim Morris, who owns Lake Tahoe Accommodations, spoke before the LTVA board this month about a campaign that would cost \$97,000 for a year.

When LTVA had its ad agency Duncan/Channon look into the idea when it was first brought up a year ago, one reason to not pursue the promotional campaign was not knowing what hour of the day or how many times the information would be presented.

Duncan/Channon reps at this month's LTVA meeting said they would revisit the idea because there would be hard data to analyze.

Morris said with the amount of money rental properties give to LTVA through transient occupancy tax, his segment of the lodging industry ought to be promoted, too. He requested the PBS "Getting Away Together" campaign be put on a future agenda.

## **In other action:**

- The board will be following the Nevada open meeting law rules from now on. Changes came at the December meeting with how the agenda was written to give more information and to allow public comment after each item.
- Kimberly Kuntz is on the LTVA board representing the Lake

Tahoe South Shore Chamber of Commerce.