



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES Tuesday, April 29, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Heather Allison, Brett Williams, Eric Brandt, Becky Moore, Cara Whitley, Marguerite Sprague, Julie Maurer, John Monson and Neil Sogard

RESORT ASSOCIATION STAFF: Andy Chapman, Sandy Evans Hall, Jeremy Jacobson, Judy Laverty, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Nick Wootten, Tom Geary, Shelley Fallon, Kayla Anderson and Kirsten Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:05 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Maurer/Williams) (7/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 25, 2014

- 4.1 **M/S/C (Williams/Moore) (7/0) to approve the Marketing Committee minutes from March 25, 2014**

5.0 REVIEW OF WINTER CONSUMER MARKETING EFFORTS AND RESULTS – NICK WOOTTEN

- 5.1 Nick recapped the North Lake Tahoe 2013-2014 Winter Campaign. The campaign focused on:

1. Sustain northern California fan base: Focus on frequency through key touch points
2. Generate aware and growth with southern California consumers: Concentrate efforts in vertical and accountable channels

Nick shared the different media channels the campaign included:

- TV: 2,025 prime time spots for \$36,000. Plus an additional 2,981 bonus spots = \$105,000 added value. 5,006 total spots over 10 weeks TV had a 50.5% reach at a 5.2 x frequency = 3,041,734 impressions
- Out of Home – Northern California: 18 billboards, 10 posters & 5 shelters. 25,176,848 impressions = \$43,000. Plus 8 Boot Camps over 6 weeks
- Out of Home – Southern California: 2 billboards at Hwy 395 and Hwy 14. 1,094,198 impressions = \$9,000. Plus 23 gyms – 61,897 spots (16,537 bonus spots)

- Out of Home – Rebuttal Campaign: 11 digital boards for \$19,000 = 20,959,754 impressions.
- Digital included 2 Concepts/4 sizes. Northern California: 8 million impressions (\$9.60 CPM) 0.33% CTR (3 x industry benchmark). 21,000 Clicks – 5,000 Cool Deals Hits. \$77,000 Budget. Southern California: 17 million impressions (\$6.50 CPM) 0.18% CTR (2 x industry benchmark) 30,000 Clicks – 11,000 Cool Deal Hits \$104,000 Budget. Top performers were: Trip Advisor, Pandora and Open Snow.
- Social: Paid Social delivered 38,000 new followers on Facebook. This was accomplished through Precise Targeting (Indicates relevant interest in profile) and Broad Targeting (Engages in related content through timeline)
- Print: Southwest Spirit In-Flight Magazine: November issue – Reno/Tahoe feature
- Search Results for Northern California – 1.70% Click Rate \$1.16 Cost Per Click and Search for Southern California – 2.12% Click Rate \$1.54 Cost Per Click

The Campaign Findings included:

1. TV & OOH has the greatest opportunity for awareness
2. Destination Marketing – longer consumer activation process
3. Current success – Too dependent on weather
4. Paid social – Delivers on-going benefits
5. Digital & Search – Strongest conversion tools

John questioned Nick about the effectiveness regarding the Digital at the health clubs. Nick shared it's challenging to measure the effectiveness of the health clubs. It has a high presence when you're there but if you tailor it to a specific event or activity you can better measure it. Nick shared that some of the newer equipment that is coming out this year you will be able to upload videos of the Flume trail for example. Julie questioned Nick about the Boot Camps. Nick shared it would be more successful if they were working with a partner that has a bigger presence in the "boot camp" space but this helped fuel some of the paid social. Tom shared he think we should take this a step farther. With more lead time you can get the content online and better weave in the social.

6.0 REVIEW AND INPUT ON SUMMER MEDIA PLAN – NICK WOOTTEN/COMMITTEE

- 6.1 Nick started off with doing a recap of last summer's media plan and the strategy being:
- Speak authentically to our audience
 - Take risk, respectfully
 - Highlight the universal "truth", there is no summer in San Francisco

The Objectives for the 2014 summer media plan: 1) Sustain Bay Area consumer base 2) Grow awareness & audience in destination markets and 3) Communicate North Lake Tahoe's variety of activities. Nick shared the 2014 total media summer budget is estimated to be at \$157,000 and he recommended that we use that to sustain Bay Area core base and that we look at incremental options like Content Marketing Video and Content Marketing Travel for our Destination Markets. The recommended media options would include: TV, Out of Home, Social (Facebook), Digital and Search. Television & Out Home = Mass reach trigger mechanism, Social = NLT Community builder and Digital & Search = Efficient lead generator. Nick shared some information on the Content Marketing options. Video Seeding would include distributing videos on YouTube, Native environments, & premium publishers – All channels & devices. It would be targeted contextually, delivering real time desired content. You only pay upon video completion and average view = \$0.18 (Guaranteed results). Content Marketing Travel: Travel Influencer. Distribute content through a trusted source with loyal followers. Outdoor activity guide = 100,000 + Subscribers. Weekend Sherpa content distributed through newsletters, online, KGO Radio and TV. Nick shared that Weekend Sherpa would be a great partner to work with.

Nick shared the budget for the media plan and included some of the highlights:

- 2,482 TV Spots – Reaching over 2.8 million people
- 21 Digital & Static billboards – Estimating 19.3+ million impressions
- 11,000+ new Facebook followers
- 1.3 million digital impressions
- Utilize High Notes messaging for search copy & paid social placements

Nick recapped the Incremental Destination Marketing for the 3 markets that was discussed last month; San Diego, Las Vegas and Phoenix. He recommended TV to maximize impact with a minimal budget. Hyper targeted television buy could have a projected reach of 4,500+ spots. 79% reach at 5.3 x frequency, 2.8 million impressions at the cost of \$100,000 Budget (not including production)

6.2 Andy shared we are looking for directions from this committee so that School of Thought can finalize the plan. School of Thought will also present this at tomorrow Marketing Coop Committee meeting. Some of the comments/questions/input from the committee members include:

- What opportunities do we have for outdoors in the 3 destination markets that could continue into winter? Nick stated that we would get more mileage for our dollar in San Diego (Phoenix and Las Vegas has over 5000 billboards)
- The content has to very customized and it need to be supported by flights and how easy it is to get here. We can't for example compete with a golfing message in Phoenix or the best summers as San Diego is great too
- Heather shared when they look at reports through Expedia, Las Vegas it's one of the lowest rated markets and she shared The Ritz-Carlton don't see much come out of there. Heather shared Dallas and Houston are good markets from them.
- Andy shared as a DMO should we be where our partners "can't not be" and when is the right time to make the move from our drive market? Maybe it's not now since the organization is dealing with budget constraints
- It's good to be in Northern California drive market during summer due to more competition but it's important that we consider LA and San Diego where we have seen success and it's important to have some consistency and brand awareness. Air mark dollars to be spent in those destination markets year-round.
- San Diego doesn't have the best summers as they are hit with the June gloom. Continue efforts in San Diego as we saw great traction from our previous winter efforts there. The money would go far in San Diego.
- If we are looking at Destination markets focus all efforts on San Diego. We have seen growth and good momentum come out of there.
- Tom with SOT shared when discussing destination strategy the notion of momentum and a multi-year strategy is what will make it the most effective
- Committing more of the OOH (Outdoor) in San Diego in the winter
- Nick shared that Radio is the number one format in San Diego
- Nick recommended looking at the media mix and swapping Search and Paid Social out with the two Marketing Content pieces, Weekend Sherpa and Video Seeding.
- Consider including Orange County in the San Diego Destination market

Directions to School of Thought: Focus on the Bay Area market with a second focus on San Diego.

7.0 REVIEW AND POSSIBLE RECOMMENDATION FOR APPROVAL OF FY 2014/15 NORTH LAKE TAHOE TOT BUDGET PROPOSAL – ANDY CHAPMAN

7.1 Andy reported on the FY 2014/15 Budget scenarios to be considered for the Marketing budget based on overall increase to the TOT budget on top of the baseline budget. Budget scenarios indicate programs to be considered with the additional funds are only relevant to the Marketing budget. Andy reported that the preferred alternative is what the organization hopes to move forward with ("Option 3" – Assume Flat + \$500,000.). Andy shared out of the \$500,000, \$125,000 would be dedicated for marketing and this is the funds that would be used towards our San Diego efforts. Andy shared the Finance Committee has looked at this and we are looking for direction from this committee.

7.2 Sandy recapped on the different quarters: first quarter being up 16%, second quarter was slightly up and the third quarter being the big question mark. She shared the organization used the projection from 2 years ago where we had a similar winter for the third quarter. Sandy touched on the fact that when the new Placer County CEO started two years ago, the budget process changed to a priority based budget. She shared Marketing really has to fight for their share of the pie and that is the reason they are bringing the discussion to the Board of Directors on what a potential

“Tourism Business Improvement District” (TBID) would look like. This is important as there is a need to grow the Marketing budget to stay competitive with other destinations.

7.3 M/S/C (Williams/Moore) (9/0) to recommend Option 3 (Flat + \$500,000) for Board Approval 2014/15 North Lake Tahoe TOT Budget Proposal

8.0 IRONMAN LAKE TAHOE AND IRONMAN LAKE TAHOE 70.3 UPDATE – ANDY CHAPMAN

8.1 Andy updated the committee that Ironman 70.3 was announced earlier this week. It will be the same day as they are going to run the full Ironman. This is the first time it’s been done in North America but it has been done in Australia and Asia. Last year’s race sold out very quickly and this race is hard and did have a high DNF’s. Andy reported that 1600 registered for this year’s full Ironman and he think Ironman can take up to 3200 athletes total. Andy shared they also do relay teams on the 70.3 distance.

Andy updated the committee on the course changes. The 70.3 athletes will start their swim one hour after the full starts. The swim course has no changes. The bike course for the full distance has some changes and the Martis Camp climb was removed. Instead they added a loop in the Village at Northstar where there will be a feed station there along with festivities. For Tahoe City the bike course has been re-routed through Fairway to help with the congestion that the downtown area saw. Andy also went over the changes in Squaw Valley. There will no longer be a banquet tent but instead the athletes will be given voucher that will be good at participating restaurants in North Lake Tahoe and Truckee. The run course for the full distance has changed slightly to include a runner’s bridge that will allow the runners to go all the way up to the Boatworks Mall in Tahoe City. This will create more of an atmosphere in Tahoe City. Andy shared there are questions and answers on the Ironman website regarding the 70.3 distance.

9.0 DEPARTMENTAL REPORTS

9.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

9.2 **Conference Sales** – Their report is located in the departmental section of the Marketing packet.

9.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.

9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.

9.5 **Web** – Her report is located in the departmental section of the Marketing packet.

9.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

10.0 COMMITTEE MEMBER COMMENTS

10.1 Julie Maurer shared she has accepted a new position as VP of Marketing and Sales for the Silverado Resort in Napa. This will be her last Marketing Committee meeting. Andy thanked her for all her years of service and commitment to this committee.

11.0 STANDING REPORTS

11.1 The following reports were posted on www.nltra.org:

- **APRIL MTRiP REPORT**
- **APRIL RENO TAHOE AIRPORT REPORT**
- **APRIL WEB/GEO TRACKING REPORT**
- **APRIL LODGING REFERRAL REPORT**

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4:25 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association