



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES

Tuesday, February 25, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Julie Maurer, Neil Sogard, Brett Williams, Brendan Madigan, Marguerite Sprague and John Monson

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Lavery-Capach, Sandy Evans Hall, Marc Sabella, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Jackie (Diamond Peak), Kirsten Guinn, Shelley Fallon, Pam Pokorny, Liz Bowling, Georgette (Tahoe Summerfest) and Joy Doyle

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order by sit-in Chair Julie Maurer at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy requested to move up agenda item H after item E.

3.2 **M/S/C (Williams/Sprague) (6/0) to approve the agenda with above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 28, 2014

4.1 **M/S/C (Williams/Monson) (6/0) to approve the Marketing Committee minutes from January 28, 2014.**

5.0 FUTURE MARKETING INITIATIVES FOR MASTER PLAN UPDATE (BHAGs) – COMMITTEE DISCUSSION AND INPUT

5.1 Andy reported that the original NLTRA Master Plan created in 1996 is almost 20 years old and it's time that the organization updates this plan. He shared the Executive Committee and staff have already compiled a list of ideas and he needs this Committee to provide their input. Andy shared that some of the big initiatives that we may want to tackle could relate to branding, marketing and infrastructure. Sandy added it's time to dream and look into the future and this requires a bit broader thinking. Most strategic goal planning has a 3-5 year time frame but Master Plan serves a 10-20 year time frame and

some items on the list could be beyond their term on the Committee or Board. She shared this is an exercise that will be taken to all the committees and to the public.

This is what the Committee members recommended to add to the list:

- Airlift into access airports (Reno/Sacramento). Charters, seat guarantee, wholesale tour and travel efforts related to air service
- Expand the funding streams beyond TOT or lodging partners. Would realtors contribute to effort? How can we add partners to the funding stream?
- More and consistent marketing funding to be more effective in destination markets
- Strike zone strategy as opposed to event strategy. What time period do you place it in? Event and strike zone are connected to maximize return
- Potential focus on winter strike zone for event effort
- Triangle-wide marketing efforts and not jurisdictional
- Functional and useful multi-lingual app
- Participatory sports efforts
- Environmental and stewardship messaging

5.0 REVIEW OF FY 2014/15 BUDGET DEVELOPMENT PROCESS – MARC SABELLA

5.1 Andy introduced Marc Sabella as our Finance Director to the committee. Marc shared the 2014-15 Fiscal Year projected budget timeline process:

- Month of April – Complete First Draft of Preliminary Budget
- End of April - Preliminary Budget goes to Committees for Input
- June 25 – Board of Directors Approves Budget for 2014/15 Year

Marc stated this is the first committee to look at the outlined 2014/15 Budget Development process and it will go to the Finance Committee this Thursday.

6.0 PRESENTATION ON 2014 SNOWFEST – PAM POKORNY

6.1 Pam Pokorny shared that the lack of snow this year has made things a bit challenging as far as budgets. She has worked closely with NLT Chamber/CVB/Resort Association on marketing efforts and there are great articles out on Snowfest. Pam has also done TV and radio interviews to help cross promote the marketing efforts. For the first time ever Snowfest set-up a housing partnership through Greg Howey in the Conference Sales Department which she think will work great for this and future years.

Pam reported that Squaw Valley may be canceling the torchlight parade this year but it has not been confirmed yet. All other events in Squaw will go off like planned. She also thinks it's important to keep the event at the current dates and not in January as these dates are embedded with locals and others that travel in for the event. She encouraged everyone to attend the Snowfest Kick-Off Party at Garwoods this Thursday from 5-8 pm.

7.0 REVIEW OF REMAINING WINTER MEDIA EFFORTS – ANDY CHAPMAN

7.1 Andy reported on the remaining winter media efforts for Northern and Southern California. For the Northern California winter media plan:

- TV is still running through mid-March pushing the ski message out
- The bulk of the online continues on with Expedia and Pandora being wrapped up
- Social media efforts continues
- Out of Home (bulletins, posters & shelters) continues
- Search continues on

Southern California media plan was mostly focused on online efforts, which some have wrapped up but others are still going (Spotify and LA Times). Andy also shared that one of the bigger stunts that was planned for Mammoth was canceled due to weather. He thanked everyone for donating and shared they will be returned.

Action to Andy: John Monson requested information on how the Booth Camp stunt/event performed. Follow up with School of Thought.

Andy also shared the Snow Rebuttal Campaign that was done was very successful. This campaign was to help change the perception in the Bay Area that Tahoe didn't have any skiing. This committee approved and recommended to the board that we spend \$42,000 of marketing reserve funds which the board approved. He shared that School of Thought will be here next month to do a recap of winter efforts and as well as pre-planning for summer.

8.0 FIVE YEAR DESTIMETRICS WINTER SEASON SUMMARY – ANDY CHAPMAN

8.1 Andy shared he asked our partners at DestiMetrics to put together a 5 year custom winter season summary. The report included: Occupancy, Average Daily Rate and RevPar (revenue per available room). The report was to gage how we are doing this winter compared to previous years and the report included bookings as of January 31, 2014. He shared we are trending down for Occupancy so far compared to last year but still up from 2 years ago. Average Daily Rate is up compared to last 5 years and RevPar is a little slightly from last year but up compared to 2 years ago. Andy stated he will ask DestiMetrics to do the same report at the end of February and March to see what our gains are. Julie questioned if Ralph has ever looked at a yearly percentage increase for the properties. Do the properties see a for example a 3% rate increase year over year in their rack rates or are they just maintaining? Julie shared it would be interesting to look at that compared to average daily rate.

Action to Andy: Check with DestiMetrics if report could include yearly rate percentage increase. See above request from Julie. .

9.0 DEPARTMENTAL REPORTS

9.1 **Advertising** – This report is located in the departmental section of the Marketing packet. Nick from School of Thought will be at next month's Marketing meeting.

9.2 **Conference Sales** – Greg shared the report located in the departmental section of the Marketing packet. Greg shared Jason did a couple of site tours last month and he has one coming up soon with Black in LA. Greg reported he just attended MPINCC in San Francisco which had great attendance. Jason will be heading to Palm Springs for CalSAE and their annual Elevate conference that we are sponsoring this year. This is a program that will be hosted at the Resort at Squaw Creek next year. Greg is heading to Meeting Industry Council in Denver next month.

9.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet. Jeremy is busy with media and FAM right now.

9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. She shared she has met with Northstar regarding Autumn Food & Wine and programming is 75% complete. Judy had been busy putting together a 10 year weather history study from 2003 - 2013. She is happy to share this with anyone that may need this.

9.5 Web – This report is located in the departmental section of the Marketing packet. Shelley is focusing efforts on Spring and Summer events and web content.

9.6 Social – This report is located in the departmental section of the Marketing packet. Liz shared some highlights. The Après Ski book had 164 downloads so far and created some buzz. She is working with Ginger on the Community Awards and with Judy on Snowfest. Liz shared she had some big placements in New York Times.

Neil questioned how School of Thought targeted the Southern California market. Andy shared he would get the information from School of Thoughts and get back to him.

Action to Andy: Follow up with School of Thought on how they target the Southern California market.

10.0 COMMITTEE MEMBER COMMENT

10.1 John recommended that we come to Sugar Bowl and try their amazing Bloody Marys.

11.0 STANDING REPORTS

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

- FEBRUARY MTRiP REPORT
- FEBRUARY RENO TAHOE AIRPORT REPORT
- FEBRUARY WEB/GEO TRACKING REPORT
- FEBRUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 3:45 pm.

Submitted By:

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