



# Marketing Committee Agenda and Meeting Notice

**Tuesday, November 18th 2:30 pm**  
**Tahoe City Public Utility District – Tahoe City**

## NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

## Marketing Committee

**NLTRA Board**  
**Brendan Madigan,**  
Primary  
**Valli Murnane, Alt.**

### Committee Members

**John Monson, Chair**  
Sugar Bowl

**Larry Colton**  
Resort at Squaw Creek

**Becky Moore**  
Squaw Valley Lodge

**Paul Raymore**  
Homewood Mountain

**Marguerite Sprague**  
North Tahoe Arts

**Cara Whitley**  
Squaw Valley/Alpine Meadows

**Brett Williams**  
Agate Bay Realty

**Giles Priestland**  
The Ritz Carlton- Lake Tahoe

**Rachael Woods**  
Northstar California

**Placer County Rep**  
**Jennifer Merchant**

**NLTRA Staff**  
**TBD**

**Quorum**  
**6 Members with 1 Board**  
**Member**

Items May Not Be Heard In the Order They Are Listed

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Introduction and Welcome of New Members Rachael Woods and Giles Priestland (5 min)
- D. Agenda Amendments and Approval (2 min)
- E. Approval of Marketing Meeting Minutes – October 28, 2014 (3 min)
- F. Overview of Winter Consumer Marketing Creative – (20 min)
- G. Review of GoTahoeNorth.com Consumer Website Redesign – (30 min)
- H. Review of Summer Intercept Research Results – Sandy Evans Hall 20 min)
- I. Update on Tourism Director Transition Plan – Sandy Evans Hall (10 min)
- J. Departmental Reports
  - Advertising
  - Conference Sales
  - Leisure Sales
  - Special Projects
  - Website Content
  - PR/Social Communication
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))
  - October MTRiP Report
  - October Web/GeoTracking Report
  - October Lodging Referral Report
  - September Reno Tahoe International Airport Report
  - Conference Activity Report

This meeting is wheelchair accessible

Posted and Emailed (11/13/14)



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, October 28, 2014 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** John Monson, Becky Moore, Paul Raymore, Marguerite Sprague, Cara Whitley, Valli Murnane (called-in)

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty, Jeremy Jacobson, Greg Howey, Sandy Evans Hall, Ginger Karl, Anna Atwood

**OTHERS IN ATTENDANCE:** Shelly Fallon, Joy Doyle, Stacie Lyons, Connie Anderson, Allegra Demerjian

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.03 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy reported on a typo on item F. It should read, NLT Marketing Cooperative Appointment Board Representation.

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

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 24, 2014

4.1 **M/S/C (Raymore/Sprague) (6/0) to approve the Marketing Committee minutes from September 24, 2014.**

##### 5.0 NLTRA DIRECTOR OF TOURISM TRANSITION PLAN – SANDY EVANS HALL/ANDY CHAPMAN

5.1 Andy shared that he is moving on after 12 years of being with the NLTRA to be the new CEO of Incline Village Crystal Bay Visitors Bureau. He starts his new job December 1<sup>st</sup> and his last day at NLTRA will be November 14<sup>th</sup>.

Sandy passed around a questionnaire letting the committee members know this is an opportunity for them to get involved in the process of selecting a new Tourism Director. She shared they have already reached out through various association, local chambers and the paper. They are looking at the Western United States and locally and will be accepting resumes through next Monday. Sandy shared the selection committee will be a group of 5 to 6 people with hopefully some representatives from the Marketing Committee, Board members, herself and Andy Chapman. The selection committee will start meeting in early November going through the resumes and hopefully the interviews will start taking place mid-November. She stated if they have a good finalist they would like to make an offer in December with a start date in January. Sandy shared that plans doesn't always go as planned and rather than adhering to deadlines it is more important they find the right person for the job.

## **6.0 NLT MARKETING COOP COMMITTEE APPOINTMENT BOARD RECOMMENDATION – ANDY CHAPMAN**

6.1 The NLT Marketing Cooperative Committee is made up of four members of each organization. These members include the Executive Director, two lay members and one board member from each organization. NLTRA Committee members include Sandy Evans Hall and John Monson. There are currently two open seats on this committee due to the resignation of committee member Heather Allison and board member Eric Brandt.

Andy reported the marketing committee will recommend for board approval two additional coop committee members to include one board member and one lay member. Staff recommendation is for the committee to appoint Brendan Madigan as our board appointee and Brett Williams as our lay member appointee.

**6.2 M/S/C (Monson/Moore) (5/0) to appoint Brendan Madigan and Brett Williams as new NLT Cooperative members.**

## **7.0 REVIEW OF COMMITTEE APPOINTMENT PROCESS – ANDY CHAPMAN**

7.1 Andy shared the organization is starting the annual committee process. He stated there was a pool structure established and we only replace 3 members each year. Terming out this year in Pool A is Marguerite Sprague, Paul Raymore and Brett Williams. Any of these members can reapply. Any interested parties for Pool A appointment must submit a letter of interest and resume no later than November 28<sup>th</sup>. The NLTRA Board will review applicants and appoint the new committee members at its December meeting. Andy also said there are two open seats also in Pool C.

Andy noted there was a typo on G-1 and Marguerite Sprague is the Tahoe Public Art Program Coordinator with North Tahoe Arts.

## **8.0 REVIEW AND APPROVAL ON THE SPECIAL EVENT GRANT APPLICATIONS – JUDY LAVERTY**

8.1 Judy shared the grant application process took place on Wednesday, October 8<sup>th</sup> with 23 applicants this year. The process did change from being in the hands of the Event Task Force to going back to the BACC (Business Association and Chamber Collaborative) group. This group follows the policy that has been established and granted \$50,000. Judy shared some of the new events.

**8.2 M/S/C (Raymore/Moore) (5/0) to recommend for Board Approval the BACC Recommendation.**

## **9.0 PRESENTATION ON BACC TOUCH THE LAKE CAMPAIGN – THE ABBI AGENCY**

9.1 Andy gave a little information on how this campaign started. It was started a couple of years ago with funds coming out of TOT (Marketing budget) and that gets transferred to BACC for implementation. The idea was to take an out of market consumer message and apply in to an in market execution to make sure the mountain communities are experiencing the lakeside communities and all of its facilities during the winter. (During the summer this is "Peak Your Adventure", is the opposite where the lakeside communities are experiencing the mountain resort communities).

Allegra with the Abbi Agency shared some of the results from the summer campaign "Peak Your Adventure". It resulted in: 1 media placement, 725 photo entries, 657 hashtag uses, 556,000 Facebook Impressions and 688,000 Campaign Impressions. There were several contests throughout the summer but one of the issues they ran into was that the hashtag was not specific to Tahoe. The "Peak Your Adventure" hashtag was being used elsewhere. For winter they wanted to find something a little more specific to Tahoe and they settled on "Touch Lake Tahoe" as the brand hashtag and a fingerprint Tahoe" and their brand identifier (or logo). Allegra shared the campaign will launch in November. The following content are planned for the months ahead:

- November: #TouchLakeTahoe Challenge, Tag #TouchLakeTahoe and submit photos "close enough to touch" Lake Tahoe.
- December: #ShopTahoe Photo Contest, Tag #ShopTahoe and tie into Shop Local campaign. Submit photos of shopping in specified locations. Twitter Scavenger Hunt that will run 12/20 from 10 am – 2 pm. Tag #ShopLocal, Gift cards for various #ShopLocal locations hidden, clues tweeted from @TahoeNorth. Users search and find these gifts, then tweet their findings.
- January: #DineTahoe Contest, Tag #DineTahoe, Submit pictures at specified restaurants in Lake Tahoe
- February: Date on the Lake, Tag #TouchLakeTahoe, Encourage users to visit specified location for Valentine's dates. Submit photos at these location, or close to the lake
- March: Weekly Prompt Photo Challenge, Tag #TouchLakeTahoe, Prompt Ideas: Snowshoeing at the lake, Yoga pose on the lake, Dogs on snowy lake, St. Patrick's Day wear on lake, Lake Selfie. A committee member also recommended adding Snowfest and "Dress Up Your Dog Contest" contest to the photo challenge.
- April: First on the Lake Contest, Tag #TouchLakeTahoe, Encourage users to be the first person out for summer sports, Submit photos of activities including tanning, paddleboarding, kayaking, hiking.

Andy shared the Ginger is working closely with the Abbi Agency and the BACC group. A rack card is also being developed for businesses to promote the local photo contest. This is another way of promoting to people that are not necessarily on social media. John Monson shared he thinks the two changes in directions are fantastic.

## 10.0 UPDATE ON NORDIC COUNCIL EFFORTS – JEREMY JACOBSEN

10.1 Jeremy shared the organization is continuing its efforts and involvement with the Nordic product. He shared some of the highlights from the Nordic Summit meeting on October 3, 2014.

- North Lake Tahoe Nordic Map: the map is getting a revision and Maja Thaler was there to assist with scope of work and discussions. A map sub-committee was created that is working on this.(John Monson, Mark Nadell, Kevin Murnane and a staff member from Tahoe Donner)
- Cross Country 12-pack Trail Pass: Each resort will discount pricing 20% off their daily redemption rate (2014/15 adult trail passes) This product gives you a sample of skiing 2 days at each of the 6 participating Cross Country Ski Resort. Learn to Ski Program upgrade may be available at each resort. (prices will vary at the different resorts)
- 2015 Nordic week development: January 10-16, 2015 (Olympic Heritage Week leading up to MLK Weekend), February 21-March 1, 2015 (centered around the Alpenglow Mountain Festival and leading up to the Great Ski Race), March 8 – 15, 2015 (centered around the Junior Nationals at Auburn Ski Club)

John shared that Full Moons are a big deal for the Cross Country Ski centers and it would be great to somehow incorporate that.

## 11.0 DEPARTMENTAL REPORTS

- 11.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 11.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet.
- 11.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 11.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 11.5 **Web** – This report is located in the departmental section of the Marketing packet.



**11.6 Social** – This report is located in the departmental section of the Marketing packet.

**12.0 COMMITTEE MEMBER COMMENTS**

12.1 Andy reported there is an announcement coming out soon at the World Travel Mart in London, about a new charter service for next winter out of London directly in to Reno International Airport. The service would be twice a week, Wednesday and Sunday on a 330 seat airbus. This is a pretty big comment on a revenue guarantee with the ski resorts and Ski Lake Tahoe covering 85% of those fees. All bookings will be through Thomas Cook Travel in the UK.

**13.0 STANDING REPORTS**

13.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

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

**14.0 ADJOURNMENT**

14.1 The Marketing Committee meeting adjourned at 3.25 pm.

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