



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Friday November 21, 2014 – 2:00 pm

The November meeting of the North Lake Tahoe Marketing Coop Committee will be held on Friday November 21st 2014 at 2pm. The meeting will be held in the conference room of the Lake Tahoe Incline Village/Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd, Incline Village, NV.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | | |
|-----------|---|-------------------|
| A. | Call to Order | Chair |
| B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| C. | Roll Call | Chair |
| D. | Approval of Agenda (For Possible Action) | Chair |
| E. | Approval of October 23 rd , 2014 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. | Review and Discussion on Winter Consumer Media Plan
(For Possible Action) | School of Thought |
| G. | Review and Discussion on Winter Consumer Creative Execution
(For Possible Action) | School of Thought |
| H. | Overview of Consumer Website Redesign | School of Thought |
| I. | Discussion on Minimum Revenue Guarantee/Thomas Cook | Committee |

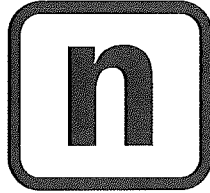
- | | | |
|-----------|--|------------------|
| J. | Discussion on NLTRA Tourism Director Transition Plan | Sandy Evans Hall |
| K. | Old Business | Chair |
| L. | New Business | Chair |
| M. | Public Comment (Pursuant to NRS 241.020) | Chair |
| N. | Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

Public Posting

Incline Village Post Office
Crystal Bay Post Office
Incline Village Crystal Bay Visitors Center
North Lake Tahoe Resort Association

IVGID
Incline Justice Court
Meeting Location



north lake tahoe

NLT Marketing Cooperative Committee Meeting Minutes – Thursday October 23, 2014

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City Visitors Information Center.

1.0 CALL TO ORDER

1.1 The meeting was called to order at 9.06 am and a quorum was established.

2.0 PUBLIC COMMENTS

2.1 No public comments.

3.0 ROLL CALL

3.1 Committee members present: Lee Koch, Bill Hoffman, John Monson, Bill Wood, Andy Chapman, Marc Sabella and Sandy Evans Hall

Other people present at the meeting: Liz Bowling (Abbi Agency), Stacia Hanley (School of Thought) and Ryan Gelow (School of Thought)

4.0 APPROVAL OF AGENDA

4.1 **M/S/C (Wood/Hoffman) (5/0) to approve the agenda as presented.**

5.0 APPROVAL OF APRIL 30, 2014 COOP MEETING MINUTES

5.1 **M/S/C (Wood/Hoffman) (5/0) to approve the Coop Meeting Minutes from April 30, 2014.**

6.0 OVERVIEW OF SUMMER CONSUMER MARKETING EFFORTS – SCHOOL OF THOUGHT

6.1 Ryan with School of Thought did a recap of the summer consumer marketing efforts. Some of the results include:

The Display Banner Campaign (6/13 – 10/1) Highlights & Learnings:

- Endemic placements on the TripAdvisor – Lake Tahoe page drove highest combined CTR (Click-thru-rate) at 0.20%.
- The TripAdvisor – Retargeting Lake Tahoe Destination placement drove the most overall clicks (66% @1,255), which has been most optimized and the main contributor of the over delivery.
- The 728 x 90 banner continues to drive a higher total CTR than the 300 x 250 primarily due to its more premium placement.

Online Video Campaign (6/13 – 8/17) Highlights & Learnings:

- Docks were most popular in terms of both view rate and CTR, surpassing both Industry Averages.
- To date, these videos earned an additional 7.5K views.
- Of that, Paddle Boarding has received the most views (26.4K).

Email Campaign (6/26 – 8/13) Highlights & Learnings:

- North Lake Tahoe advertorials doubled the CTR benchmark of Weekend Sherpa.
- “Bringing Summer Back”, while having a lower CTR, drove the most clicks.

- Added value included website editorial, and radio mentions.

Social Campaign – Facebook (7/7 – 9/1) Highlights & Learnings:

- Human Powered Sports was the most successful in driving the most cost efficient Likes, due to its personal and social connections.

SEM (6/30 – 9/30) Highlights & Learnings: Ad Groups: Human Powered Sports, Cool Deals and High Notes.

- Phase 3 (8/28 – 9/11) has been the most relevant and cost efficient segment of the Summer Search Campaign. (This phase is still in progress, and they will follow up later for results & findings)
- Phase 1 dates: 6/30 – 7/29 and Phase 2 dates had some overlap: 7/23 – 8/25

Ryan also reported on the GoTahoeNorth.com performance between 6/30 – 9/11. He stated the website had 317,692 visits with a 242,508 unique visitors (80% new). The Cool Deals Page had 6,330 visits.

Bill Hoffman reported that the Coop struggled whether they should put any money into the LA market vs. San Diego and questioned School of Thought if that money was well spent. Stacia shared LA has the largest population of snow enthusiast in the country and any reach there is worth its efforts but it will take longer to build traction there. It's important that we look at the long term strategy and she shared they will be targeting the people that are the most receptive to our message.

7.0 REVIEW AND DISCUSSION ON WINTER CONSUMER DIRECTION – SCHOOL OF THOUGHT

7.1 Ryan shared the winter media plan.

Objectives:

- Increase overnight stays (“heads in beds”)
- Cultivate preference for North Lake Tahoe over Tahoe South and competitive destinations
- Campaign-specific: Drive site traffic, Increase ad engagement, Increase Social Media following and Increase YouTube video views.

Strategy:

- Create impact (Traditional media drives market-wide awareness)
- Be consistent. Always on.(Digital, Search and Social as cost-efficient touch points, for targeted audiences, hand-raisers and social-networkers
- Focus on low-hanging fruit (A. Southern California – a key growth opportunity – home to the largest population of snow-sport enthusiasts in the U.S, B. Northern California – defend turf from competing Tahoe South and C. Additional destination markets)

Planning Parameters:

- Timing: December – May
- Budget: \$215k + 22K in carry over

Ryan presented 3 different options for winter:

Options 1A + 1B: “Cover California”

Split budgets evenly between Northern and Southern California. Two ways to do this:

- A. Maximize efficiency, increase reach
- 80% Digital (including mobile/social/search)
 - 20% OOH
 - Most cost efficient option for maximum reach and scale of multi-market target
- B. Increase overall market impact
- 50% Digital (including mobile/social/search)
 - 50% TV/OOH/Print
 - TV, Print and/or OOH supply market-wide impact
 - Digital re-enforces messaging to audiences presumed to be guaranteed

Option 2: “Prioritize SoCal”

Utilizing a blended Option 1A & 1B for consistency, we also looked at a larger budget for the larger market to deliver similar reach levels.

Southern California = 75% of budget. Heavy up in our key destination market

Option 3: "Gain National Reach"

Run a comprehensively scheduled list of endemic travel & leisure and outdoor titles, at bare-market direct response rates for a media plan with great reach + impact. Search and social efforts would continue throughout (\$25k)

- 7.2 School of Thought is recommended plan 1A – "Cover California". Efficiency should be the theme of this winter's campaign because of the reduced budget and Tahoe's continued snow-shortages, which is why School of Thought is recommending this option. While the other plans options were all strong in different areas, elements of them can always be revisited pending incremental pushes and/or a surprisingly strong El Nino season. Ryan also shared it's important to maintain presence in a market that is in Tahoe's backyard.

Committee member comments:

- Focus efforts on Option 2 as we ultimately need to grow the Southern California market and we need to be aggressive because of the strong travel trends.
- People are value driven and we don't want to lose the customer to South Lake Tahoe.
- After 3 challenging snow years some of the ski resorts voice is a lot less than it used to in the Bay Area. Option 1 A gives the flexibility we need to possibly change things up last minute.
- Stacia with SOT reported that if lodging providers are willing to tag their website they can directly track where the traffic is coming from.
- Important that we budget in advance for snow triggers regarding billboards etc. to easily swap out the message.
- Option 1B is great because of the OOH is 50%.

Recommended direction to School of Thought: It was suggested that SOT come back with a blend between option 1A & 1B.

8.0 OVERVIEW OF SUMMER SOCIAL/PUBLIC RELATIONS EFFORTS – THE ABBI AGENCY

- 8.1 Liz reported on the Human Powered Sports Campaign. Bill and Liz reported on how they received the grant from NCOT (Nevada Commission on Tourism).

She went through the campaign 4 main objectives being:

- 1) Build awareness of the human powered activities in North Lake Tahoe
- 2) Educate fans, followers and readers about sporting accessibility through "how to" tactics.
- 3) Engage with people on social channels
- 4) Drive shoulder season tourism and diversify their experience

She shared the goal is to position North Lake Tahoe as the premier recreational and sporting destination. The campaign was pushed out through their website, blog, newsletter and social pages. The tools they used for this campaign included: eBook, social sharing images, how to videos, infographics and they also did a quiz. One of the surprises was that this campaign picked up 15 placements, resulting in over \$20,000 worth in advertising value. The eBook: A Guide to Human Powered Sports was one of the first items they put out. The eBook received over 1200 Likes, 76 shares, close to a 1000 views and over 20,000 questions. She also shared they created four "how-to" videos (Paddle Boarding, Mountain Biking, Aerial Fabric and Kayaking). Each week they highlighted a different sport. Another fun tool the Abbi Agency did was the quiz "Which Summer Activity Are You?" This received 2,300 shares and 30 comments.

Overview of the campaign results:

- 5 million impressions
- 24 post of Facebook, with an average post resulting in 1200 likes and about 26 comments
- Total Likes: 30,000
- Total Shares: 2256
- Total view from the "how to" videos: 56,000

9.0 REVIEW OF WINTER SOCIAL/PUBLIC RELATIONS DIRECTIONS

- 9.1 Liz shared that a winter campaign is in the works and is still being planned but she touched on some of the highlights. October, November and December are very focused on the upcoming holiday events. Some of the events they will talk about include: holiday lighting, tree lighting, Touch the Lake Campaign and Shop Local and other holiday happenings. She shared they have campaign plan for each month launching in January, February and March. Liz also touched on the GoPro throw down and will report more on that later.

10.0 FYE 2013/14 FINANCIAL REVIEW

- 10.1 Andy went through the year end coop budget actual compared with the budget. He pointed out the \$20,000 variance which is primarily part of the \$80,000 carry-over last year from the Resort Association. Which \$50,000 was to be used to start the new website and \$30,000 was the radio asset and he stated the \$39,000 variance will be carried over to next year's budget.

Approval of the FYE 2013/14 Marketing Coop Budget will be tabled until the next meeting due to lack of committee members and not having a quorum. (Sandy had to leave the meeting early)

Action to staff: Add FYE Financial Review to the next meeting agenda for approval.

11.0 FY 2014/15 BUDGET DISCUSSION

- 11.1 Andy touched on the 2014/15 Coop budget. The draft included the \$39,000 variance from last year. He also touched on some of the projected expenditures for this year. One item being the \$35,000 for the new website. The total cost for the website is estimated to \$85,000. Some of the other line items that saw an increase were the Abbi Agency and Conference Sales.

12.0 NEW BUSINESS

- 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 PUBLIC COMMENTS

- 13.1 No public comment.

14.0 ADJOURNMENT

- 14.1 The meeting adjourned at 11.02 am.

Submitted By:

Anna Atwood, Marketing Executive Assistant
NLT Chamber/CVB/Resort Association