



# north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE  
Tuesday September 25<sup>th</sup>, 2012 1pm  
TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY**

**NLTRA Mission**

*“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

**NLTRA Tourism Division 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.”*

**Meeting Ground Rules**

Be Prepared  
Engage in Active Listening  
Be Respectful of Others  
No Surprises  
It is OK to Disagree  
Acknowledge Comments, but Do Not Repeat Comments

**Marketing  
Committee  
Members**

NLTRA Board:

Eric Brandt, Primary  
Alex Mourelatos, Alt.

Committee

Members:

Les Pedersen (Chair)  
Heather Allison  
Deb Dudley  
Deanna Gescheider  
Kevin Hickey  
Julie Maurer  
Becky Moore  
Davy Ratchford  
Marguerite Sprague  
Brett Williams

Placer County Rep:

Jennifer Merchant

**Quorum**

6 Board 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. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – July 24<sup>th</sup>, 2012 (3 min)
- E. Review, Discussion and Possible Approval of North Lake Tahoe Wedding Marketing Plan – School of Thought/RKPR (20 min)
- F. Review, Discussion and Possible Approval of Winter Consumer Media Campaign - School of Thought (60 min)
- G. Review, Discussion and Input on Conference Media Campaign – Neary/SOT (20 min)
- H. Update on Ironman Lake Tahoe – Andy Chapman (10 min)
- I. Appointment of Two Committee Members to Special Events Taskforce – Chapman (5 min)
- J. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales

- Special Projects
- Website Content
- Social Marketing
- Public Relations

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- August MTRiP Report
- August SEO Report
- August Web/GeoTracking Report
- August Lodging Referral Report
- July Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, July 24, 2012 – 1 pm

### North Tahoe Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brett Williams, David Ratchford, Heather Allison, Ron Parson, Deb Darby, Alex Mourelatos, Julie Maurer (2pm)

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Andy Chapman, Judy Laverty-Capach, Jeremy Jacobson, Greg Howey and Anna Atwood

**OTHERS IN ATTENDANCE:** Maida Marar, Tom Geary, Nicholas Wootten, Joe Newfield, Shelley Fallon, Pettit Gilwee and Brad Wilson

#### I. MEETING OF THE MARKETING COMMITTEE

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

- 1.1 The Marketing Committee meeting was called to order at 1:10 pm by sit-in Chair Brett Williams. A quorum was established at 2pm when Julie Maurer arrived.

##### 2.0 PUBLIC FORUM

- 2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 It was necessary to move item *E* and *F* prior to approving item *C* and *D* due to not having a quorum before Julie Maurer arrived.

##### 3.2 M/S/C (Ratchford/Mourelatos) (7/0) to approve the agenda with the above changes.

##### 4.0 AGENCY INTRODUCTION, OVERVIEW & NEXT STEPS – ANDY CHAPMAN/SCHOOL OF THOUGHT

- 4.1 Andy introduced the organization's new agency team: School of Thought. All the Committee members did a quick introduction along with other staff in attendance. School of Thought shared that they are a full service; creative and media company out of San Francisco. They agency has worked in tourism and with other Tahoe agencies before. School of Thought did a very successful campaign for the Hawaii Visitors and Convention Bureau. They shared some recommendations moving forward:

- Need harder working Media, Social and Creative
- Build deeper relationships
- Push other areas, including Southern California
- Get more conferences
- Build momentum with social
- Improve conversions (site)
- The brand should equal Tahoe



School of Thought showed the Committee a video survey they completed and what they learned:

- |   |                           |
|---|---------------------------|
| ➤ People think they don't have time     | <b>Make time</b>          |
| ➤ Bay Area takes Tahoe for granted      | <b>Remind them</b>        |
| ➤ Not top of mind – especially in SoCal | <b>Be Bold</b>            |
| ➤ Nobody goes alone                     | <b>Socialize the idea</b> |

The agency also showed some creative ads where they incorporated the “n” logo into the message. The Committee was enthusiastic and excited about the new ideas and welcomed School of Thought as the organizations new agency.

A Committee member questioned the agency if it would be challenging to work within our budgeted numbers. The agency responded they have a great Creative Department including Nick who will do their very best to figure out the most effective and efficient way to make it go as far as they can. Nick also stated he will use a lot of his already established relationships.

Another Committee Member noted up its important for this group to set goals and objectives to measure benchmarks for effectiveness. The agency is a “tool” to help the Committee reach their goals.

Andy noted that he is currently working with School of Thought and the Marketing Coop Committee and he hopes to have a contract to the Board of Directors in September.

## **5.0 DISCUSSION ON SUMMER TRANSITION PROCESS – ANDY CHAPMAN/SCHOOL OF THOUGHT**

5.1 Andy noted that Conference and Wedding searches are already transitioned over to the new agency. He shared Smith & Jones is still hosting the organization’s website and it will expire in 6 months. He stated there is a plan in place and Smith & Jones/EXL Media will execute that. Andy also shared he is still working on the Marketing Cooperative budget and the 6 month report due in October to Placer County will be a blend of the two agencies.

Nick with School of Thought shared the agency has met one on one with our partners Pettit Gilwee and RKPR to discuss how they can work together.

## **6.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JUNE 26, 2012**

6.1 **M/S/C (Maurer/Darby) (7/0) to approve the Marketing Committee meeting minutes from June 26, 2012 as presented.**

## **7.0 REVIEW OF NLT MARKETING COOPERATIVE FY 2012/13 DRAFT BUDGET – ANDY CHAPMAN**

7.1 Andy reviewed the North Lake Tahoe Marketing Co-op FY 2012/13 draft budget with the Committee. He stated the organization does not have the same amount of carry-over available this year. Andy shared the organization is still in negotiations with Placer County on the overall budget. He also pointed out VisitingLakeTahoe.com was moved out of consumer budget and into the committed Coop budget as it will still be handled by Smith & Jones/EXL Media.

7.2 **M/S/C (Ratchford/Darby) (7/0) to approve the draft NLT Marketing Cooperative budget.**

## **8.0 REVIEW AND DISCUSSION ON NORTH LAKE TAHOE WEDDING MARKETING**

8.1 Andy shared it was requested to bring up the discussion of weddings to this Committee. What are some of the expectations from this Committee and what more can be done are some of the questions to look at. Does this Committee want to create a Wedding Subcommittee group or Wedding Task Force?

Andy also shared the Wedding Media Plan that is currently in place with Smith & Jones and gave a little background on the old “Wedding Association.” Our organization along with Incline Village CBVB both helped support the Wedding Association’s marketing efforts. Over years their membership numbers dropped and their group and Board decided to dissolve a couple of years ago. Andy shared the Wedding Association had no sales focus efforts or lead generation.

Here are some of the Committee member's suggestions:

- If a Wedding Task Force is created it's important that there is equal focus on mountain side lodging and not just lakeside properties.
- Focus on direct sales efforts.
- A Committee member recommended that we "reincarnate" the old Wedding Association as a task force for the Marketing Committee that recommends how to invest wedding media plan using School of Thought.
- Have Conference Sales Staff meet with key wedding planners in the Bay Area when they do their sales trips.
- Do not utilize Conference Sales Dept. as they need to focus efforts on more lucrative groups.
- Create a video for website on "Why have your wedding in Tahoe" and showcase the different lodging/venue opportunities.

Here are some of School of Thought's ideas on a North Lake Tahoe 2012-2013 Wedding Campaign:

- Increase qualified traffic to <http://www.gotahoenorth.com/weddings>
- Convert more interested parties
- Become more accountable: Track our efforts on 1) Website traffic 2) Conversion pixels and 3) Increase Pinterest followers and repins
- Strengthen Pinterest page into a NLT weddings hub
- Improve <http://www.gotahoenorth.com/weddings> user experience.

The current media approach of 2 x ½ page print insertions with The Knot was suggested to be reallocated to search.

Andy questioned the Committee members if they would be willing to participate or have other staff help create a Wedding Task Force. Several Committee members said they couldn't help but would have staff with experience that could participate.

**8.2 M/S/C (Parson/Allison) (7/0) to authorize staff to work with the ad agency to allocate wedding funds as they deem appropriate.**

**Action to staff (Andy): Follow up with properties and who they would like to serve on the Wedding Task Force Group.**

**9.0 DEPARTMENTAL REPORTS – The following reports were posted on [www.nltra.org](http://www.nltra.org)**

**9.1 Advertising and Web – no report this month due to transition period with new ad agency.**

**9.2 Conference Sales –** Greg shared that Jason is out with Grayshack Film Productions on a site tour today. He also noted the Conference Sales Department is working closely with the Hyland Group, which they have received several leads from.

**9.3 Leisure Sales –** Jeremy shared his departmental report.

**9.4 Special Projects –** Judy shared her report located in the Departmental Reports section of the Marketing packet. She also gave her latest update on Autumn Food & Wine.

**Action to staff (Judy/Andy): Talk to Ta-Hoe Nalu about moving their event one week later in August; preferred dates 3<sup>rd</sup> Saturday in August.**

**9.5 Web –** Shelly shared her report located in the Departmental Reports section of the Marketing packet.

**9.6 Public Relations –** Pettit shared her report located in the Departmental Reports section of the Marketing packet.

## **10.0 COMMITTEE COMMENTS**

- 10.1 Ron noted the Women's Wellness Weekend is coming up at Granlibakken on November 10 & 11. This event now replaces what Tahoe Forest Hospital used to do. He also noted the new Treetop Adventure Park and Ropes Course at Granlibakken is now open to the public.

## **11.0 STANDING REPORTS**

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

- JUNE MTRIP REPORT
- JUNE RENO TAHOE AIRPORT REPORT
- JUNE WEB/GEO TRACKING REPORT
- JUNE LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

## **12.0 ADJOURNMENT**

- 12.1 The Marketing Committee meeting adjourned at 3:20pm.

Submitted By:

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





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## North Lake Tahoe Resort Association September 25<sup>th</sup>, 2012

### BACKGROUND

Last year, the NLTRA Board of Directors directed staff to create a Special Events Grants Taskforce. This taskforce is used once during the year to review, discuss and recommend grant fund allocations to the Board. This year we will once again utilize this same process. Attached to this staff report is the 2012/13 Special Event Development Grant Program document. This document outlines the process for the review and allocation of the funds budgeted for this purpose.

As part of this process, a taskforce will be established with the following participants:

- 2 Marketing Committee Members
- 2 Chamber Advisory Committee Members
- 1 Lodging Committee Member
- 1 NLTRA Board of Director

As noted in the grant document, the following is proposed timeline:

- Release Grant Application: Monday September 24<sup>th</sup>
- Application Deadline: Friday, October 19<sup>th</sup>
- Grant Presentation: Wednesday, October 24<sup>th</sup>
- Recommendation to NLTRA BOD: November 7<sup>th</sup>
- Notification to Grant Applicants: November 8<sup>th</sup>

### SITUATION

Staff is requesting two members of the NLTRA Marketing Committee be appointed by the committee to participate in this taskforce.



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## 2012-13 Special Event Development Grant Program

### **Purpose:**

The North Lake Tahoe Chamber/CVB/Resort Association has an established the Community Marketing Grant Program. The purpose of this program is to provide marketing and promotional support to special events targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, overnight visitation, and opportunities for public relations.

### **Criteria for Eligibility**

Special Event grant funds are open to any community organization or business with an event or program that meets the following criteria:

- Targeted at visitors to the region that generate local and business revenue.
- Revenue and other benefits generated must accrue principally to areas within Placer County since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT)
- Opportunities for public relations and local and regional media exposure
- Drive overnight visitation

CMP grants are designed to provide marketing and promotional support including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax).

### **Grant Eligible**

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

### **Grant Ineligible**

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental



**Rating form to help you see if you meet the criteria for eligibility:**

1. Does your event take place in Placer County?  
Yes =1 No = 0 # \_\_\_\_\_

2. Does the event have potential to generate overnight lodging tax?  
1 -10 (1=none, 10=Very Strong) # \_\_\_\_\_

3. Is this a first time event?  
Yes =1 No = 0 # \_\_\_\_\_

4. Does your event have opportunities for local & regional media exposure?  
Yes =1 No = 0 # \_\_\_\_\_

5. When and where does your event occur? There is special consideration for events occurring during the slower times listed below and especially during the listed "strike zones". *Strike Zone is defined as a targeted period of occupancy growth opportunity of which additional resources are directed toward program implementation.*

**On the Lake** # \_\_\_\_\_  
Jan 1 - Jun 15 = 1  
Aug 15 - Dec 15 = 1

**Off the Lake** # \_\_\_\_\_  
May 1 - Dec 15 = 1

**"Strike Zone"** # \_\_\_\_\_  
Jan 4 - Jan 13 = 2  
May 15 - Jun 15 = 2  
Aug 15 - Oct 15 = 2

6. **Special Consideration** for new key initiative recreation events. Does your event showcase one or more of the following? Paddle sports, biking, hiking, Nordic skiing (one point for each) # \_\_\_\_\_

**If you have 8 points or more you may qualify** TOTAL # \_\_\_\_\_

## **Grant Program Process and Deadlines:**

Grant deadlines apply within the fiscal year (July 1 - June 30)

- **Process**

- Complete application by deadline. Please contact the NLTRA to confirm that the application has been received.
- All applications are reviewed by NLTRA staff then reviewed by the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.
- You will be notified by Staff as to your application status after the NLTRA Board has approved the funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager to review the events' marketing plan and discuss action plans.
- Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total. Some events may need some funds before the final event report can be written. In these cases, the NLTRA can pay vendors from the granted funds. This will be reviewed on a case by case basis.
- Event Final Report is due to the North Lake Tahoe Chamber/CVB/Resort Association within 60 days of the event.

**Dates:**

- **Application Deadline :** **October 19<sup>th</sup>, 2012**
- **Presentations:** **Wednesday, October 24<sup>th</sup>, 2012**
- **Approval:** **November 7<sup>th</sup>, 2012**
- **Applicant Notification:** **November 8<sup>th</sup>, 2012**

Please send application and invoices to:

Judy Laverty, Special Events Manager  
North Lake Tahoe Chamber/CVB/Resort Association  
PO Box 884  
Tahoe City, CA 96145  
[judy@puretahoenorth.com](mailto:judy@puretahoenorth.com), fax: 530.581.8702

**Dollar amounts to be awarded:**

**The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience.** Unused or unclaimed funds will be reallocated with a deadline of February 1, 2012.

**Grant Program Recipient Obligations:**

Recipients of the Special Events Development Grants must comply with the following:

1. Use of the North Lake Tahoe Chamber/CVB/Resort Association logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
2. The North Lake Tahoe Chamber/CVB/Resort Association shall be named as an additional insured if grant funds are to be used to help support a special event. General liability and liquor liability insurance limits must be at least \$1,000,000 for each occurrence, damage to rented premises and personal injury.
3. An event sponsors must be prepared to provide the NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.
4. Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:
  - The event plan and provide suggestions and recommendations.
  - Event Final Report to ensure all information requested at the initial meeting is available and covered in the final report. Once the Event Final Report is approved by staff, grant funds will be released.
5. Accountability and Documentation of the Event Final Report:  
All grant recipients must file a complete Event Final Report to the office of the NLTRA prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

**SECTION A:**

**Special Event Application:**

The following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area (E. Placer County), as further defined by the service area of the requesting organization.
2. The timing of the event is encouraged to follow the principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
  - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value are encouraged.

Date Submitted:		
1. Event Date	Event Name:	
2. Grant Amount Requested		
3. Name of Applicant Organization:		
4. Contact Name		
Mailing Address	City/State	Zip:
Telephone:	Email:	
Website:		
5. When was organization founded?	Is organization non-profit?	
6. Purpose/Mission of organization		
8. What is your organization’s annual net revenues (less expenses):		
9. Narrative description and purpose of the event?		



10. How is your special event consistent with your organization's mission or purpose?
11. How does your event enhance visitation to the area or improve the visitor experience?

12. Submit (attach) complete proposed budget of the event.	
13. If not provided in event budget, please provide (attach) complete marketing and promotional plan.	
EXAMPLE:	
<b>Type</b>	<b>\$Spent – or describe what you are doing with each category below</b>
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
14. Grant Amount Requested: \$ _____	
15. Percentage of total event budget requested _____ %	
16. Sources of other funding to support the special event budget, including proposed sponsors.	
17. Description of how the success of your event will be measured:	
_____	_____
Signature	Date
_____	
Print Name and Title	

**SECTION B:**

**Final Event Report:**

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber/CVB/Resort Association. Please attach additional documentation and materials, as necessary.

Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA staff.

**Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items**

Your Final Event Report should also include the following information:

<b>MARKETING</b>		
Did you include your event on <a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a> calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
<b>RESULTS</b>		
Did your event generate overnight lodging tax?	Yes	No
If so, approximately how many room nights did your event generate in East Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, YouTube hits, etc).		
Public Relations results?		
Total attendees: _____		
Participants _____		
Spectators _____		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		