

NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association | **Vice Chair: Alyssa Reilly**, North Tahoe Business Association
Stephen Lamb, PlumpJack Inn | **Katie Biggers**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Julie Malkin-Manning, Incline Village Business Association | **Patrick Lacey**, Homewood Mountain Resort
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Nicholas Martin**

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair: Becky Moore**, Granite Peak Management
Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty | **Caroline Craffey**, Tahoe Truckee Community Foundation | **Christine Horvath**, Palisades Tahoe | Connor McCarthy, Homewood Mountain Resort
Kressa Olguin, Hyatt Regency | **Kristy Olk**, The Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,
Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Board Member: **Nicholas Martin** and **Lindsay Romach**
North Lake Tahoe Resort Association Board Member: **Ray Villaman**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development 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.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 1:10 p.m.** **4. Approval of In-Market Tourism Development meeting minutes from May 24, 2022** *Page1*

- 1:15 p.m. 5. Review of In-Market Campaigns - Augustine
- 1:35 p.m. 6. Partnership Event Cycle – Kimberly Brown **Page 4**
- 1:45 p.m. 7. Partnership Event ad-hoc committee volunteers for presentations on Nov 15, 2022 – Kimberly Brown
- 1:50 p.m. 8. Committee member comments/updates
- 2:00 p.m. 9. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday May 24, 2022

The In-Market Tourism Development Meeting was held virtually through Zoom.

BACC Committee member that joined via teleconference: Caroline Ross, Patrick Lacey, Greg Long, Katie Biggers, Alyssa Reilly, Paul Raymore, Lindsay Thayer (joined late)

NLTRA Board of Directors member: Alyssa Reilly, Ray Villaman

Tourism Development Committee: Brit Creeze, Connor McCarthy, Caroline Craffey, Adam Wilson, Ray Villaman, Carlynn Fajkos, Wendy Hummer, Kristy Oik (joined late), Christine Horvath (joined late)

Staff in attendance: Amber Burke, Tony Karwowski, Anna Atwood

Other in attendance: Cathy Nanadiego, Yulianna Cisneros, Steph Straw (presenter)

1. Meeting called to order at 1:07pm and a quorum was established.
2. **Approval of Resolution 2022.08**
Burke explained the Brown Act requirements to the committee members and Ross read the resolution to the committee members.
Motion to approve the resolution 2022.08 LACEY/REILLY/UNANIMOUS
3. Public Forum – No public forum
4. **Agenda Amendments and Approval**
Motion to approve the agenda as presented. WILSON/LONG/UNANIMOUS
5. **Motion to approve the In-Market Meeting minutes from Mar 29, 2022 MCCARTHY/LACEY/Carried with Ross, Wilson, Creeze, Raymore, Hummer abstaining**
6. **2022/23 Annual Plan Review & Approval – Augustine/Amber**
Burke provided a quick history on the 2022/23 Strategy overview. NLTRA and Incline Village Crystal Bay Visitors Bureau met with the whole Augustine team at the end of April. The whole team looked at performance in the last fiscal year and discussed new initiatives and changes going forward.

Nanadiego presented the In-Market Media Plan for FY 2022/23

Nanadiego shared some of the objectives for the media plan. This presentation can be found in the meeting packet ([presentation](#) starting on page 6). Burke stated the creative is not all focused on the Gift Card but also on year-round shopping in the area. This budget does have support from the marketing cooperative. There is creative development for various deliverables and organic promotion (blogs, newsletters, social media) for various events such as the Summer Music Series, Spartan, WinterWonderGrass and Made in Tahoe.

Nanadiego shared the In-Market campaign timing, budget and geotarget. She also shared examples of creative and placements. This budget reflects more dollars in to paid media and less in Creative Production than previous years.

Comments/Feedback

- Hummer questioned why Shopping and Dining words are not being bought for Search in the local market. Nanadiego stated these terms are running statewide through the coop budget.
- Horvath recommended utilizing smaller “magnets” or something similar by cash registers for local businesses to help spread education around the Gift Card Program. Burke did inform the committee that there are window clings for participating businesses.
- Raymore questioned timing for display being high season. Burke shared there are a higher number of visitors in the area during those peak periods.

Action to Cathy (Augustine Agency): Shopping and Dining words are included in the bought Search words and is Reno included?

Motion to approve the 2022/23 Media Plan LACEY/REILLY/Carried with Thayer abstaining

7. West Shore Association 20/21 Business Association Marketing Grant Recap & Request of 21/22 Business Association Marketing Grant for \$10,000 – Patrick Lacey/Steph Straw

Burke gave a brief history of the business associations grants and shared there is \$30,000 allocated annually for this. Northstar California did get approval of their \$10,000 earlier this year and now the remaining two Business Associations are here to present today. Burke reminded everyone that the business associations do a recap of how the funds were utilized for last fiscal year and do a presentation on the proposal for next year’s request.

Lacey presented on behalf of West Shore Association and shared the mission of the West Shore Association. They are looking to grow this association and its members. Straw also a member of the Westshore Association gave a recap of the 2020-2021 grant request. Ideal Wild has been managing the West Shore Association (WSA) social media accounts for over 6 years and they continue to see a strong following through management efforts. All grant money was allocated towards digital marketing and Ideal Wild over the past year. (Facebook, Instagram, Twitter and the West Shore Association website.) Lacey shared metrics and although some impression and page views declined compared to previous years, it was mostly related to Covid.

Straw shared her proposal for the grant request for 2021-2022. WSA will continue to utilize Ideal Wild to continue for digital marketing efforts. In addition to growing their social channels they will also send out eBlasts to members and visitors and manage website. Lacey did emphasize WSA will highlight Tart Connect, The Gift Card program among some of their efforts.

Motion to approve the West Shore Association 21/22 \$10,000 Marketing Grant CRAFFEY/HORVATH/Carried with Lacey abstaining

Comments/Feedback

- Hummer questioned how big the e-mail database is? Lacey stated he is not positive on the numbers but will check with Ideal Wild.
- Villaman questioned the budget for the marketing side of WSA. Lacey shared it’s small and it’s the \$10,000 given through the business association grant to Ideal Wild.

8. Squaw Valley Business Association 21/22 Marketing Grant Recap & Request of 21/22 Business Association Marketing Grant for \$10,000

Ross gave a quick overview of the Squaw Valley Business Association. They were awarded \$10,000 in May 2021 from the Business Associations Marketing Grant Fund. This was to update the Olympic Valley Area Shopping, Dining & Lodging Guide, to incorporate the Resort’s name change and branding, as well as likely many lodging and property and business name changes throughout the valley. As the renaming of properties and branding took longer than anticipated, and Summer of 2021 was still impacted by Covid, they set this funding aside. They have updated the guide and will reprint for distribution June – September 2022. Ross shared a quick overview of expenses.

Ross shared the request for 2021-22 is to utilize the \$10,000 to contract with EXL media to assist with a digital marketing campaign to promote the Village at Palisades Tahoe events to drive midweek lodging to Olympic Valley this summer, 2022, June – September. Ross shared an outline of campaign targeting and strategies.

Motion to approve Squaw Valley Business Association 21/22 \$10,000 Marketing Grant LONG/LACEY/Carried with Ross, Horvath and Hummer abstaining

9. Committee Member Comments/Updates

- Palisades Tahoe is hosting Made in Tahoe this weekend, both Saturday and Sunday from 11am-5pm with lots of great vendors and music.
- NTBA questioned other vendors hosting concerts as they are running into insurance issues on the liquor side. Ross will provide some learnings within the next couple of weeks. Burke will also share any recommendations as she talks to event producers.
- Reilly shared the concerts at the beach start on June 17th. On July 3rd there will be buses running every 30 minutes from Northstar to Kings Beach for the drone show.
- TCDA is also working on buses for July 4th and the drone show. The Wine Walk has been sold out and there is a wait list and volunteer opportunities. The Concerts at Commons Beach starts on June 12th. Biggers shared they are hiring for an office manager position.
- Lacey with WSA shared the Reno Tahoe Odessey is happening June 3-4. The Tahoe 200 is taking place on June 17-21. The High Sierra Archery Event is taking place on June 25-26.
- Long with Incline Village Visitors Bureau shared the Thunderbird Lodge tours starts up on May 31st and will run all summer. Incline is also doing a drone show on July 4th.

10. Adjournment

The meeting adjourned at 2:06pm.

2022 2022 Partnership Event Calendar

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2022 Sponsorship Grant Cycle (Revolving)	
Partnership Grant Applications Available - Oct 1	Board Approves Grants on Dec 7th
Partnership Grant Applications Due by 5:00pm PST - Oct 28	
Partnership Presentations 9:00am - 3:00 pm on November 15	
In-Market TDC Committee/Partnership Grant Review - Nov 22 1:00-2pm	

2022 2022 Sponsored Events

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2022 Sponsorship Grant Cycle	
Sponsorship Grant Applications Available - Sept. 30	Board Approves 1st Round Sponsored Grants - Nov 2
1st Round Applications for Sponsorship Grants Due Oct. 14 by 5:00pm PST	TDC Committee Grant Presentations Nov. 22
Tourism Development Committee/Sponsorship Grant Presentations Oct. 25	Board Approves 2nd Round Sponsorship Grants - Dec 7
Board Approves 1st Round Sponsored Grants - Nov 2	