

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: Carlynn 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 Ski Resort

Kressa Olguin, Hyatt Regency | **Kristy Olk**, 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 Placer County Member: **Stephanie Holloway**

North Lake Tahoe Resort Association Board Member: **Ray Villaman**

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

Join Zoom Meeting

<https://us02web.zoom.us/j/81474272378?pwd=REJLLy9EQXIrdIFvTU5UQzJxWGZvQT09>

by AB 361

Meeting ID: 814 7427 2378

Passcode: 028933

Dial by your location

+1 669 900 9128 US (San Jose)

+1 564 217 2000 US

AGENDA

- | | |
|------------------|--|
| 2:00 p.m. | 1. Call to Order – Establish Quorum |
| 2:05 p.m. | 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum. |
| 2:10 p.m. | 3. Agenda Amendments and Approval |
| 2:15 p.m. | 4. Approval of Tourism Development Meeting Minutes <ul style="list-style-type: none">a) Aug 29, 2022 Page 1b) Sept. 27, 2022 Page 4 |

- 2:20 p.m.** 5. **Discussion and Possible Approval of Event Sponsorships: (Action) Page 6**
- a) Discussion and Possible Approval of 2023 Highlander Adventure Event Sponsorship– Juri Barac
 - b) Discussion and Possible Approval of 2023 World Cup – Palisades Event Sponsorship – Kristen Costa
- 3:00 p.m.** 6. Tourism Development Committee – Update on call for applicants – pool C – Kirstin Guinn
7. Update on NLTRA’s Rename Efforts – Kirstin Guinn
8. What do you need from NLTRA? – Kirstin Guinn
- 3:20 p.m.** 9. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) Click [here](#) for reports
- Conference Sales
 - Leisure Sales
 - Marketing - Augustine Agency
 - Reno Tahoe Airport Reports
10. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:25 p.m.** 11. Committee Member Comments
- 3:30 p.m.** 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday Aug 30, 2022

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Chair: Carlynn Fajkos, Vice Chair: Becky Moore, Brit Creeze, Caroline Craffey, Christine Horvath, Connor McCarthy, Kressa Olguin, Vinton Hawkins,

NLTRA Board Member: Ray Villaman

Staff in attendance: Tony Karwowski, Kimberly Brown, Francois Cazalot, Andy Chapman

Others in attendance: Cathy Nanadiego, Lindsay Moore, Steph Straw, Taylor Eck, Yulianna Cisneros

1. Meeting called to order at 2:02pm and a quorum was established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented CREEZE/MOORE/UNANIMOUS
4. **Approval of Tourism Development Meeting Minutes from May 24, 2022**
Motion to approve the meeting minutes from May 24, 2022 MCCARTHY/CRAFFEY/UNANIMOUS

5. **NLTRA Updates**

Karwowski gave a brief staffing update and welcomed new staff, Kimberly Brown and Francois Cazalot. Kirstin Guinn starts on Tuesday, September 6th. The Director of Business and Community Relations is a new position and Karwowski gave a brief description of what vertical that position covers. There is still an open position, Director of Destination of Destination Management. He shared they are now changing the title to Economic and Community Development Director to better fit the skillset they are looking for.

Karwowski also gave an update on the Grant Cycle timeline. An ad-hoc committee has worked with a consultant to develop biennial call for projects with a focus on grant submission, review, award and tracking. He reviewed the timeline chart with the committee members and next steps.

There was a recent Bylaw notification sent out to all members to vote on an increase in the TOT committee seats from 5-7 to 11-13 people. NLTRA will share the outcome of the ballots soon, but it is looking very favorable of passing.

Comments:

- Horvath questioned if there is any collaboration between existing groups like the TMA and housing groups given historical familiarity with regional challenges. Karwowski shared in our Bylaws it outlines that those organizations have seats and representation on the TOT committee. (Mountain Housing Council and TMA)

6. **Review and Discussion of Fall, MCC and Content Campaign – Augustine Agency/Cathy Nanadiego, Yulianna Cisneros and Claire Marcus**

Nanadiego gave an overview of the Fall Campaign and MCC Campaign. Campaign strategies for the Fall Campaign is still similar to last year with a focus on increasing length of stay and mid-week visitation. Strategies going forward will continue to include consideration for the Omnicron/Covid and being flexible along with utilizing data from Fusion7 and Arrivalist to guide decisions. Target markets recommendations specific to fall includes Los Angeles, Phoenix, Seattle and Portland. The media tactics will continue with video, OTA's and email, Weekend Sherpa and Sustainability through social. Nanadiego shared the consumer flow-chart that starts on September 1, going through mid-November. Nanadiego shared the fall creative and what the displays ads looks like.

Nanadiego also shared the Meetings and Conventions Strategy and Tactics. Objectives are to balance media platform opportunities. Continue year-round presence among audiences and refreshing the amenities campaign creative as needed, utilizing lead-generations through Meetings Today, maintain presence through social media, utilize video in retargeting and LinkedIn efforts and continue with CVENT. Nanadiego shared the flow-chart and creative ad examples were also shown.

Cisneros with the Augustine Agency shared the Content Campaigns with the committee members. The objective is to encourage people to engage with North Lake Tahoe social channels by sharing their favorite experience and bringing more attention to the Traveler Responsibility Pledge. Cisneros shared that the participants are entered to win a 2-night stay, including dinner and a \$250 North Lake Tahoe gift card. Cisneros shared one of the reels had 44k views.

Marcus with the Augustine Agency shared the North Lake Tahoe Challenge with the committee members. The objective is to promote activities across the region during August – October 2022. (Outdoor activities, sustainable practices and town-related activities.) Participants receive a digital badge for the particular challenge they participate in and are entered to win a 2-night stay. Each month has a theme featuring a particular challenge, but participants can complete whichever challenge suits their needs.

Comments:

- Horvath made a comment that it may be worth looking at the need period for our lodging properties for fall being our shoulder season. Nanadiego stated they looked at longer lengths of stay and it's difficult for families as kids are back in school. Horvath asked if the lodging properties would chime in. Moore agreed the drive market is important for the fall season and recommended looking into it. She said families with younger children still come here but they see more demand from the empty nesters who are incredible flexible, and they can also stay mid-week. Hawkins with The Boatwork's Inn also stated the drive market is important to their property for the fall season and echoed Moore and Horvath's earlier comments.
- Fajkos questioned if the TART connect ads run locally. Nanadiego shared all the sustainable ads run in-market.
- Fajkos gave compliments to the Augustine Team on their video and animation, and innovation with the content campaigns.

Action to Augustine Agency: Explore advertising in drive market (Bay area and Sacramento)

7. Update on 22.23 Event Partnership Funding Cycle – NLTRA/Kimberly Brown
Brown shared the NLTRA Event Strategy and highlighted the following:
- Forum to tell our TBID story
 - Engage community about NLTRA's destination stewardship promotion
 - Promote economic vitality
 - Drive visitation during strike zones
 - Increase length of visitor's stay
 - Capitalize on events with marketing reach to target audiences

She also shared event metrics and what goes into the ROI. She asked if anyone has any feedback regarding this to please reach out to her directly via email or phone.

The Partnership Event Grant Cycle usually takes place in the fall, and this will be taken place soon. This is focused on Human Powered Sports, Culture, Culinary and Health and Wellness. Brown shared that she has received some feedback on how to streamline the process going forward.

Brown also shared the upcoming events for our region.

Comments:

- McCarthy questioned how the ROI is determined. Brown shared it comes from a couple of different sources and one being the ROI data sheet Amber Burke created, along with the Tourism Master Plan. She is open to including more metrics.

8. Departmental Reports these reports can be viewed on our [website](#).
9. Standing Reports- these reports can be viewed on our [website](#).

10. Committee Member Comments – Fajkos reminded the committee members of the Drone show on Labor Day weekend.
11. Adjournment – The meeting adjourned at 3:05pm

Minutes submitted by,
Anna Atwood
NLTRA



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday Sept 27, 2022

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Caroline Craffey, Kristy Olk, Vinton Hawkins, Wendy Hummer, Kressa Olguin

NLTRA Board Member: None

Staff in attendance: Kirstin Guinn, Kim Brown, Anna Atwood

Others in attendance: Katie Biggers, Patrick Lacey, The Augustine Agency team

1. Meeting called to order at 1:31pm and a quorum was not established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**
A quorum was not established but agenda accepted through acclamation.
4. **Approval of Tourism Development Meeting Minutes from Aug 30, 2024**
The approval of minutes will be tabled until the October meeting.
5. **Winter Media Recommendations & Direction – Augustine Agency**
Nanadiego with the Augustine Agency shared the Winter Campaign strategies
 - Increase length of stay & increase mid-week visitation
 - Focus on lakeside activities to disperse travel throughout the region.
 - Increase awareness of seasonal activities, events and experiences.
 - Continue to grow destination awareness, brand loyalty and conversation.
 - Increase in-market spending and support local businesses.
 - Engage with locals and visitors, promoting positive sentiment and community support.
 - Support Traveler Responsibility Pledge and sustainability efforts.
 - Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.

Media Strategies:

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences, fly market/3-year visitor and 4+ day stay, midweek, higher household income and higher spending.
- Maintain sustainability messaging.

The following tactics are being utilized: Programmatic display, Native Direct, Search Marketing and Facebook/Instagram, Trip Advisor and Email. This winter media plan starts on November 15th but is flexible if the snow comes earlier or later. Nanadiego shared an example of the creative that ran last year. This year they are looking to bring in more beautiful imagery to inspire to be more fluid. The Augustine Agency has specific ad sets to target the different personas.

Comments:

- Hummer questioned what lakeside activities they target beside dining? Nanadiego shared the images from last year and highlighted snowshoeing along the beach, firepits and stargazing. This is only on the paid

side but on the organic side there is a whole lot more being promoted through the newsletter and social media posts.

- Hummer also questioned what personas they target beside family as they can only come for the holidays. McRoberts shared they target the high value audience that has been coming to our destination the last three years. (GPS data is being used to make sure they are staying for 4+ days.)

The Augustine Team also shared Public Relations and social media plan for 22/23 and highlighted social media & public relations objectives, platform overview and highlighted what they are focusing on looking ahead.

Comments:

- Olguin questioned if we get full rights to the pictures, the influencers posts? Nanadiego shared that the contract process and that we get full right to their pictures. Olguin shared she has experienced a lot of pushbacks from content creators regarding full rights to pictures.

6. Tourism Development Application Process and Timeline – Kirstin Guinn
Guinn walked the committee members through the application process. There are 4 seats in pool c expiring end of 2022 and these seats are 3-year terms. There is one additional seat that is a 2-year term. The call for applicants will go out on November 2nd and applications are due December 2nd. She encouraged the committee members who have seats that are expiring to contact her directly. The new committee members will be seated at the January 2023 meeting. Guinn also encouraged the committee members to give her recommendations for committee members that we may reach out to.

Brown did bring up she would like feedback on the sponsored event. She shared a calendar outline with due dates and reminded the committee, this is the larger "bucket" of funds. (\$565K). Brown questioned how many event producers the committee members in the past saw in one meeting. Hummer shared the larger event producers need more time; also new event producers need more time as well. She recommended 2 presentations if it's large events for one meeting but smaller events you can have more events presents. She also questioned if NLTRA should use a application for the larger events? (1. New events? 2. Applications for all events? 3. No applications, proposal and a presentation?) Hummer stated she would like new events to fill out an application as they don't necessarily know what we are looking for. Biggers shared the larger events already have an audience and can show ROI so the intent before was not to have them fill out an application.

7. Departmental Reports these reports can be viewed on our [website](#).
8. Standing Reports- these reports can be viewed on our [website](#).
9. Committee Member Comments – no comments.
10. Adjournment – The meeting adjourned at 3:05pm

Minutes submitted by,
Anna Atwood
NLTRA



MEMORANDUM

Date: October 25, 2022

TO: Tourism Development Committee

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

Action Requested:

The Tourism Development committee will be reviewing 2 events in the early submission process for the sponsored event grant cycle: Highlander and the Audi FIS Ski Men's World Cup at Palisades. There is \$565,000 available in the approved event budget to allocate for the 2023 year.

OCTOBER PRESENTATIONS:

Highlander - \$25,000 request

Overview: Highlander is a global hiking brand with events in 18 countries. Highlander invites participants to ascend from their daily routines and take part in a once-in-a-lifetime adventure connecting with nature, becoming a steward for the environment, and trekking towards a better self. The event debuted in the US October 2022 in Big Bear, California.

- Their local partner is Todd Jackson of Big Blue Adventures, and their global partnership is Spartan. They offer a 60 mile 5-day hike, 30 mile 3-day hike, and a 15 mile 2-dayhike. The event is family and pet friendly.
- Their event has a sustainability focus, and they have a leave no trace policy.
- 50% of their participants stay in the region a night before and after the event.
- Their forecast is to have 750 race participants in 2023 and grow their number to 1500 by 2025.
- Promotion of the destination will be to 170 countries with a 1.3 billion reach through Icarus using photo and video, with web and social promotion through Highlander and Spartan channels, and to a customer base which is 17 million athletes.

Audi FIS Ski Men's World Cup at Palisades - \$45,000 request

Overview: Palisades will host the men's slalom and giant slalom on Dog Leg and Red Dog Face on Friday, February 24 to Sunday, February 26. The event will be kicked off with an Opening Ceremony that includes Live Music and on Feb. 25 there will be live music and a fireworks show.

- NLTRA sponsored Audi Women’s World Cup in 2017: \$30,000 sponsorship and \$10,000 onsite contribution - cow bells for the parade.
- In 2017 the VIP tickets sold out in 7 minutes. They had 20,000 spectators. 1 million viewers nationally and 25mm+ viewers internationally. Event was aired on NBC and NBCSN and internationally.
- They expect there to be 25,000 spectators with 30mm+ anticipated national and international viewers.
- There are additional sponsorship opportunities above the \$45K buy-in.

Fiscal Impact:

- Highlander \$25,000
- Men’s World Cup at Palisades \$45,000

Total Funding \$70,000