



north lake tahoe

NLT Marketing Cooperative Committee Meeting Minutes – Friday, February 17, 2012

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Resort at Squaw Creek.

1.0 CALL TO ORDER

- 1.1 The meeting was called to order at 2:10 p.m. by Les Pedersen and a quorum was established.

2.0 INTRODUCTION OF NEW COMMITTEE MEMBERS

- 2.1 Andy Chapman introduced new marketing coop committee members, John Hernstat from the Hyatt and David Ratchford from Northstar. New committee member Alex Mourelatos with Mourelatos Lakeshore Resort was not present today.

3.0 ROLL CALL

- 3.1 Committee members present at the meeting were: Bill Hoffman, Executive Director, IVCBCB; Sandy Evans Hall, Executive Director, NLT Chamber/CVB/Resort Association; John Hernstat, Hyatt Regency Lake Tahoe; Les Pedersen, Resort at Squaw Creek; David Ratchford, Northstar California.
- 3.2 Others present were: Andy Chapman, NLT Chamber/CVB/Resort Association; Lisa de Roulet, NLT Chamber/CVB/Resort Association; Anna Atwood, NLT Chamber/CVB/Resort Association; Pettit Gilwee, Pettit Gilwee PR; Mike Williams, Smith and Jones; Kerstin Plemmel, Smith and Jones; Allyson Freedland, RKPR; and Wendy Hummer, EXL Media.

4.0 APPROVAL OF AGENDA

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

5.0 APPOINTMENT OF NEW CHAIR FOR FY 2011/12

- 5.1 Bill Hoffman volunteered to act as Chair for the Marketing Coop Committee for 2012.
- 5.2 **M/S/C (Evans Hall/Pedersen) (5/0) to elect Bill Hoffman as Chair for 2012.**

6.0 APPROVAL OF SEPTEMBER 28, 2011 COOP MEETING MINUTES

- 6.1 **M/S/C (Pedersen/Ratchford) (5/0) to approve the North Lake Tahoe Marketing Cooperative Committee meeting minutes of September 28, 2011 as presented.**

7.0 DISCUSSION ON NLT MARKETING COOPERATIVE AGREEMENT

Action: Sandy and Bill to bring forward language changes for the Marketing Cooperative agreement to this committee for vote through e-mail.

8.0 REVIEW AND APPROVAL OF AGENCY RFP PROCESS

- 8.1 Andy gave a quick overview of the agency Request for Proposals document for advertising and marketing services. The anticipated release date will be March 15, 2012 with a deadline for qualified proposals due on April 16, 2012. Andy stated the Marketing Cooperative Committee will elect subcommittee members today from both organizations that will review and evaluate the responses. Agreement between the bidder and Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Chamber/CVB/Resort Association will be signed mid May 2012. David Ratchford recommended including budget numbers in the RFP process.
- 8.2 The Committee agreed to include an overall coop budget outline in the RFP.
- 8.3 M/S/C (Evans Hall/Pedersen) (5/0) to release the RFP document on March 15, 2012 and include the overall coop budget numbers with it.**

9.0 APPOINTMENT OF RFP SUBCOMMITTEE

- 9.1 Andy reported the North Lake Tahoe Marketing Cooperative will undergo an Agency RFP process over the next few months. As part of this process, it is recommended that a subcommittee of the Coop Committee be established to act on behalf of the Coop. Some of the duties of the subcommittee will include:
- Oversee solicitation RFP process
 - Oversee solicitation of agency bid
 - Review agency bids
 - Determine qualification and acceptance of bids
 - Participate in selection procedure of bids
 - Recommend successful agency to NLT Coop Committee for final approval
- 9.2 The following Marketing Coop Committee members were recommended to serve on the subcommittee: David Ratchford, Les Pedersen, John Hernstat and Lee Weber-Koch.

Action: Andy will communicate a meeting schedule with the subcommittee members.

10.0 UPDATE ON MARKETING EFFORTS DUE TO CURRENT CONDITIONS

- 10.1 Andy gave an update on what staff has been doing related to pre storm and post storm efforts. Over the last several weeks, staff and agency partners focused efforts and resources on communicating current and accurate resort and snow information to not only our guests but also to our local community. This effort was initiated to ensure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region.
- Some of the pre-storm efforts that were done:
- Coordinated resort PR/Marketing meeting on Jan. 6th to discuss messaging and tactics.
 - 5 station Bay Area radio campaign week of Jan. 9th promoting snowmaking.
 - Conducted 8 live radio interviews on current conditions
 - Daily ski report on lifts and runs distributed to lodging and chamber members.

- Recorded video of Olympic Heritage Celebration Snow Dance for distribution.

10.2 Wendy with EXL Media reviewed highlights of the media plan. Mike and Kerstin with Smith and Jones reported on the gotahoenorth website and the results of the e-mail survey. Allyson Freedman with RKPR reported on social media. Pettit Gillwee reported on public relations highlights.

11.0 REVIEW AD AWARENESS STUDY REPORT FROM LA/SF

11.1 Andy reported on the results of Lake Tahoe Advertising Tracking Report. This report is posted on <http://nltra.org/marketing/>.

12.0 REVIEW OF CONSUMER EMAIL SURVEY RESULTS

12.1 Andy reported on the email survey to our database in November 2011. The goals of the survey were to look for ways to improve open rates and click through rates, to determine consumer's view on more compelling and valuable email content, and to build our database. Mike with Smith and Jones shared that the survey was sent on October 14, 2011. As of December 20, 2011 there were 175 respondents and the survey included 10 questions. Some of the top responses for two of the questions were:

- **As a recipient of North Lake Tahoe's monthly emails, what information is of interest to you?**
 1. Cool deals (dining, hotel, shopping, activities, etc.) at North Lake Tahoe - 84.0%
 2. Events at North Lake Tahoe - 69.1%
 3. Seasonal activities at North Lake Tahoe (i.e. biking, skiing, paddle boarding) - 62.9%
- **How often would you like to receive emails from North Lake Tahoe?**
 1. Whenever there is time-sensitive information to share, such as limited time offers - 57.1%
 2. One time per month - 44%

Based on findings and results from recent e-blast some of the recommendations Mike shared were: continue sending monthly e-blasts with a focus on deals and events. Include information and links to: seasonal outdoor activities, special festivals and events, couples and family activities. Send time-sensitive e-mails as needed, such as snow reports, contests, and special deals and events.

13.0 FYE 2011/12 FINANCIAL REVIEW

13.1 The Committee reviewed the balance sheet and statement of activities for the year ending December 31, 2011.

13.2 **M/S/C (Pedersen/Ratchford) (5/0) to approve the December 31, 2011 financial statements as presented.**

14.0 NEW BUSINESS

14.1 None

15.0 PUBLIC COMMENT

15.1 None

16.0 ADJOURNMENT

16.1 The North Lake Tahoe Marketing Cooperative meeting was adjourned at 4.10 p.m.

Submitted By:

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