



north lake tahoe

## **NLT Marketing Cooperative Committee Meeting Minutes – Thursday, July 26, 2012**

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

### **1.0 CALL TO ORDER**

1.1 The meeting was called to order at 9:15 p.m. by Interim Chair Bill Hoffman and quorum was not established as there were several Committee members absent.

### **2.0 PUBLIC COMMENT**

2.1 No public comment.

### **3.0 ROLL CALL**

3.1 Committee members present at the meeting were: Bill Hoffman and Les Pedersen.

3.2 Others present were: Andy Chapman, Lisa de Roulet, Anna Atwood, Jason Neary, Maida Marar, Tom Geary and Nicholas Wootten

### **4.0 INTRODUCTION OF GUESTS**

4.1 Andy introduced School of Thought to the Marketing Cooperative Committee.

### **5.0 APPOINTMENT OF NEW CHAIR FOR FY 2012/13**

5.1 **Appointment of New Chair for FY 2012/13 will be tabled until the next meeting.**

### **6.0 APPROVAL OF AGENDA**

6.1 **The Marketing Cooperative Committee accepted the agenda by acclamation.**

### **7.0 APPROVAL OF JUNE 15, 2012 COOP MEETING MINUTES**

7.1 **Approval of meeting minutes from June 15, 2012 will be tabled until the next meeting.**

### **8.0 APPROVAL OF FEBRUARY 15, 2012 COOP MEETING MINUTES**

8.1 **Approval of meeting minutes from February 15, 2012 will be tabled until the next meeting.**

### **9.0 AGENCY INTRODUCTION, OVERVIEW & NEXT STEPS**

- 9.1 Andy introduced the organization's new agency team, School of Thought. 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.

## 10.0 REVIEW OF AGENCY CONTRACT ITEMS & PROCESS

- 10.1 Bill Hoffman's Board of Directors and NLT Chamber/CVB/Resort Association Board of Directors will execute the contract. Bill Hoffman shared his next Board Meeting is in September. Bill's Board of Directors is a public agency and requires the Nevada Attorney General's Office to approve the contract. Andy noted that the contract will go to our Board of Directors in September. Andy shared they will execute a short term MoU agreement until both Board of Directors have approved the contract.

**Action to staff (Andy/Bill): Execute a short term MoU agreement until both Board of Directors approve the contract.**

## 11.0 DISCUSSION ON SUMMER TRANSITION PROCESS

- 11.1 Andy and School of Thought have already had several meetings discussing the Leisure side and Media planning. Andy noted that Conference and Wedding searches are already transitioned over to the new agency. He shared Smith & Jones is still hosting the organization website until August 1st. He stated there is a plan in place and Smith & Jones/EXL will execute that.

## 12.0 UPDATE ON HYLAND GROUP CONTRACT

- 12.1 Bill shared beginning July 1, 2012 the conference department began a partnership with the Hyland Group. The Hyland Group is a Meeting Industry Representation Organization with offices in Chicago and Washington, DC. They currently also represent other CVB's like Palm Springs and Monterey along with lots of hotels. The organization has already seen several leads and it's a great opportunity for North Shore to be represented on a national scale. This is a lake-wide effort and the organization will be looking at South Shore for a financial partner in this effort.

## 13.0 REVIEW AND DISCUSSION ON CONFERENCE PLAN

- 13.1 Jason noted the Group Sales Subcommittee gave clear direction on what market they wanted to focus efforts: Northern & Southern California and Chicago; Associations and Corporations. Jason has been meeting with the new ad agency, School of Thought, to review and discuss the conference plan. Nick with School of Thought shared some of his ideas moving forward:

- Increase more traffic to website and phone calls
- Tracking (these insertions gave “x” amount of submission)
- Digital test – creating banners – Successful Meetings and Meetings & Conventions – Submit RFP on banners

Bill shared it is difficult to communicate with Meetings Planners. Jason mentioned Smith and Jones had done a questionnaire with some meeting planners and he stated he will follow up to see if they can share it. Jason also brought up they did look into having a “Destination Advisory Board” which would be very beneficial to our destination but it was out of the budget this year. He stated he hope we can look at this again in the future.

**Action to staff (Jason): Follow up with Smith & Jones about the questionnaire they did with meeting planners.**

#### **14.0 IRONMAN LAKE TAHOE PRESENTATION**

- 14.1 Andy shared the Ironman was sold out in 18 hours; 2600 entries and the contracts have been signed. Jason has been working setting up 1200 room block with the different lodging properties. He shared the Village in Squaw is already sold out. Andy said they will work with Ironman to do another push for registrants to book their lodging reservations. Andy stated he has been to lots of Homeowners Meetings talking to Boards in the last couple of weeks and the bike route has been approved by all Boards.

#### **15.0 FINANCIAL REVIEW**

- 15.1 Lisa reviewed the Financial Statement with the Committee. She stated she will be closing out the year in Great Plains but moving over to Quick Books.

#### **16.0 OLD BUSINESS**

- 16.1 No comments.

#### **17.0 NEW BUSINESS**

- 17.1 Andy shared he continues to work on the Tour of California bid for next year. He said we would be looking for the finish stage.

#### **18.0 PUBLIC COMMENT**

- 18.1 No public comment.

#### **19.0 ADJOURNMENT**

- 19.1 The Marketing Cooperative Committee adjourned at 10:30am.

Submitted By:

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