



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, April 30th 9am

The October meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday October 10th, 2013 at 2pm. The meeting will be held in the conference room of the North Lake Tahoe Resort Association Visitor Center, located at 100 North Lake Blvd, Tahoe City CA 96145

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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| A. | Call to Order | Chair |
| B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| C. | Roll Call | Chair |
| D. | Approval of Agenda (For Possible Action) | Chair |
| E. | Approval of October, 2013 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. | Review of Winter Consumer Efforts | School of Thought |
| G. | Review and Discussion on Summer Consumer Media Efforts | School of Thought |
| H. | Preliminary FY 2014/15 Budget Discussion | Hoffman/Chapman |
| I. | FYE 2013/14 Financial Review
(For Possible Action) | Hoffman/Sebella |

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|-----------|---|--------------|
| J. | Department Reports | Andy Chapman |
| K. | Standing Reports | Andy Chapman |
| L. | New Business | Chair |
| M. | Public Comment (Pursuant to NRS 241.020 | Chair |
| N. | Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

Public Posting

Incline Village Post Office
Crystal Bay Post Office
Incline Village Crystal Bay Visitors Center
North Lake Tahoe Resort Association

IVGID
Incline Justice Court
Meeting Location

North Lake Tahoe Marketing Cooperative Meeting

Minutes

Thursday, October 10th, 2013, 2PM

A. Call to Order

The October Meeting of the NLTMC was called to order by Interim Chair,

B. Public Comment (Pursuant to NRS 241.020)

None

C. Introduction of New Committee Member, Heather Allison.

Heather was introduced and welcomed to the Board by Andy Chapman. Heather represents Ritz Carlton.

D. Roll Call

Those present were Andy Chapman, Bill Hoffman, Lee Koch, Julie Maurer, Bill Wood, Eric Brandt, Sandy Evans Hall, Rachel Newell, Chuck Maas, Heather Allison, Mark Sebella, and Terry Jones.

E. Approval of Agenda (For Possible Action)

Agenda approved and passed.

F. Appointment of Chair for FY 2013/14 (IVCBVB Rotation) (For Possible Action).

Bill Hoffman nominated Lee Koch as the LTIVCBVB representative for the 13/14 chair. Bill Wood seconded and Lee was selected unanimously.

G. Appointment of Vice Chair for FY 2013/14 NLTRA Rotation (For Possible Action).

Sandy Evans Hall nominated Eric Brandt as Vice Chair, seconded by Julie Maurer and Eric was selected unanimously.

H. **Approval of March 27, 2013 Coop Meeting Minutes (For Possible Action)**

Minutes approved and passed.

I.

J. **Presentation on Getting Away Together PBS Opportunity (For Possible Action)**

Chuck Maas gave a presentation in favor of advertising on PBS stations. The cost is \$25,000 and would give us national exposure. He has had conversations with producers of these ads and is convinced it would be a great choice for this entity. If NLTMC is not in favor of this plan he has funds of his own set aside to go ahead with these ads.

Lee thanked him for his effort in presenting the information, but the Board was not ready to commit funds for this endeavor.

K. **Review, Discussion and Direction on Winter Consumer Plan (For Possible Action)**

See Attached

L. **Presentation on Brand Review Findings**

See attached

M. **Winter Communication and Social Strategies**

See attached

N. **FY 2013/14 Budget Review (For Possible Action)**

See Attached

O. **Department Reports**

P. **Standing Reports**

See attached

Q. **New business**

None

R. Public Comment (Pursuant to NRS 241.020)

None

S. Adjournment (For Possible Action)

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IVGID
Incline Justice Court
Meeting Location



north lake tahoe

DRAFT FY 2014/15 NORTH LAKE TAHOE MARKETING COOP BUDGET 4/28/14

Line Item/Description	Draft FY 2014/15	Final Projected FY 2013/14 Budget	Variance to FY 2013/14	FY 2013/14 % of Total Budget
Public Relations				
Leisure Sales	\$ 70,000	\$ 69,000	\$ 1,000	4.92%
North Tahoe Conference Sales Media/Travel	\$ 70,000	\$ 65,000	\$ 5,000	4.63%
Website Content Manager/Social Media	\$ 170,000	\$ 160,000	\$ 10,000	11.40%
	\$ 40,000	\$ 41,500	\$ (1,500)	2.96%
SUB-TOTAL	\$ 350,000	\$ 335,500	\$ 14,500	23.90%
Coop/Misc. Committed Programs				
Sierra Ski Marketing Council	\$ 80,000	\$ 68,000	\$ 12,000	4.84%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.56%
North Tahoe Wedding Promotion	\$ 15,000	\$ 30,000	\$ (15,000)	2.14%
Photography	\$ 6,600	\$ 6,600	\$ -	0.47%
MTRIP Research Project	\$ 18,000	\$ 18,000	\$ -	1.28%
VisitingLakeTahoe.com coop	\$ 36,000	\$ 30,764	\$ 5,236	2.19%
Fulfillment	\$ 10,000	\$ 8,000	\$ 2,000	0.57%
SUB-TOTAL	\$ 215,600	\$ 211,364	\$ 4,236	15.06%
Consumer Marketing				
Broadcast	\$ -	\$ 78,239	\$ (78,239)	5.57%
Print	\$ -	\$ 11,250	\$ (11,250)	0.80%
Out of Home (OOH)	\$ -	\$ 125,900	\$ (125,900)	8.97%
Online/Interactive	\$ -	\$ 171,000	\$ (171,000)	12.18%
Social/Mobile/SEM	\$ -	\$ 97,000	\$ (97,000)	6.91%
Spring Placeholder	\$ -	\$ 31,294	\$ (31,294)	2.28%
Promotional Events	\$ -	\$ 23,758	\$ (23,758)	1.69%
Media Commission	\$ -	\$ 56,240	\$ (56,240)	4.01%
Retainer Fee/Production	\$ 260,000	\$ 260,000	\$ -	18.52%
MEDIA TBD	\$ 363,396	\$ 854,681	\$ (231,285)	58.65%
TOTAL	\$ 1,188,996	\$ 1,401,545	\$ (212,549)	
NLTRA Marketing Budget				
NLTRA Carryover to Marketing Coop (Round 1)	\$ -	\$ 795,000	\$ (7,004)	99.12%
IVCBVB Marketing Budget	\$ 401,000	\$ 361,781	\$ 39,219	0.00%
Prior Year Net Assets	\$ 1,188,996	\$ (2,952)	\$ 2,952	110.84%
TOTAL	\$ 1,188,996	\$ 1,403,829	\$ (214,833)	84.70%
Variance	\$ -	\$ 2,284	\$ -	

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