



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES Tuesday, April 28, 2015 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Cadence Matijevich, Rachel Woods, Brett Williams, Paul Raymore, Becky Moore, Gregg Gibboney, Cara Whitley, John Monson, Giles Priestland

**RESORT ASSOCIATION STAFF:** Ginger Karl, Valerie Lomeli, JT Thompson, Sandy Evans Hall, Jeremy Jacobson, Judy Laverty, Greg Howey, Anna Atwood

**OTHERS IN ATTENDANCE:** Caroline Ross, Liz Bowling, Allegra Demerjian, Ty Whitaker, Connie Anderson, Shelley Fallon

#### **I. MEETING OF THE MARKETING COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Marketing Committee meeting was called to order at 2.04 pm and a quorum was established.

##### **2.0 PUBLIC FORUM**

2.1 No public comments.

##### **AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Williams/Moore) (8/0) to approve the agenda with the addition of item G. FY 15-16 Budget Discussion being a motion item.**

##### **4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 24, 2015**

4.1 **M/S/C (Matijevich/Priestland) (8/0) to approve the Marketing Committee minutes from March 24, 2015.**

##### **5.0 REVIEW AND APPROVAL OF BACC MARKETING GRANT REQUEST FOR FY 15-16 – GINGER KARL AND CAROLINE ROSS**

5.1 Ginger Karl and Caroline Ross presented a request on behalf of Business Association Chamber Collaborative (BACC) for \$80,000 for the 2015-16 fiscal year, four “in-market” programs. These four programs are: Peak Your Adventures, Touch the Lake, High Notes and Shop Local. Ginger and Caroline gave a quick recap of the three existing programs: Peak Your Adventure, Touch the Lake & High Notes. Allegra with the Abbi Agency reported that the High Notes Campaign will be more accessible online and it will have a new logo as the old logo of the guitar looked too much like the Hard Rock Hotel logo. They will also continue to target social media and online ads. They will also include new photography and videos and continue with contests and other promotions. Some of the comments on the High Notes Campaign included:

- 1) Are we looking at the concert line-up, (especially big names) to target our out-of-market guest so they get excited and can plan their trip accordingly? Allegra with the Abbi Agency shared they will be looking at the line-up of big ticket sellers and will be determining the markets and

make sure they place their media buys in a timely manner. Judy Laverty also recommended that the Abbi Agency work with the different business association such as TCDA and NTBA.

- 2) The Marketing Committee requested to see the creative for High Notes before it goes out and Allegra can send it out digitally when it's ready.
- 3) How does the TCPUD work with the NLTRA to collaborate on some of the headline acts that we would like to hit strike-zone mid-June? Sandy responded that our organization's job is to market and promote High Notes.

**Action to JT: Share the creative for the High Notes Campaign with the committee members when it's ready.**

5.2 Ginger and Caroline presented the marketing plan and budget for the Shop Local Program. They touched on some of the key goals of this program:

- Create a Branding & Awareness Campaign - Keeping Dollars in the Local Economy, Reduce Consumer Footprints, Protect Local Character and Support Friends & Neighbors
- Create Business Awareness of Campaign by: Providing Business Outreach, Advantages of Website, Providing Social Media Exposure, Branded On-Site Banners
- Create Consumer Awareness of Campaign – Show Your Love – Shop Holiday Contest, Hospitality Holidays, Summer Event Presence, Concerts at Commons Beach, Music on the Beach, Northstar & Squaw Valley Events.

Current status of Program: 1300 stickers sold in just 3 months out of 3,000 that were ordered for the year. The program launched February 1, 2015. Each Business kit is \$15. This is the only BACC program that currently turns a profit. The BACC Committee is requesting \$20,000 in funding for the program. This is an increase from \$10,000 from last year. This funding for the program is needed to market the Shop Local Program effectively throughout the year, purchase marketing materials, replenish supplies and complete a full marketing plan for the program.

Some of the comments include:

- Judy shared the Shop Local holiday contest "cards" would look beautiful as street light banners.
- Truckee's/Incline's contribution – make marketing proportionate to their contribution.
- Seed money to start the program – not something NLTRA should fund every year.
- Look at this program as a quality program versus quantity program. (Similar to Better Business Bureau with a \$300 fee vs. \$15)
- Involve a few business owners to develop some guidelines and standards.
- We do have a shopping product – create a discount card that can be included in "welcome bags" for our local conventions.
- Each Business Assn. receives \$10,000 for marketing each year. Has the BACC had a conversation with these Business Associations as this would have a direct benefit back to the communities?
- Shopping is a serious driver and we haven't given it enough attention. Especially now with authenticity movement and local craft/grass root efforts.
- This area has some incredible art which is already a compelling reason to shop locally. A bigger story is the stories behind some of these artists and the beautiful craft they are creating.
- There are needs for pictures/videos on where the shopping areas are and what the shopping experience is like. Promote the experience not the program.

**Direction to BACC: Incorporate feedback from the committee members and come back next month for further discussion.**

5.3 **M/S/C (Williams/Raymore) (9/0) approval of Peak Your Adventure, Touch the Lakes and High Notes with Shop Local being tabled until next month for further discussion.**

## 6.0 MASTER PLAN UPDATE – SANDY EVANS HALL (20 min)

6.1 Sandy shared the new draft Master Plan and she is currently incorporating public outreach into the planning process to define investment priorities over the 10 years. North Lake Tahoe is a tourism-

driven economy and visitors spend over \$500 million annually in North Lake Tahoe. Sandy stated the vision of the plan is to improve the tourism experience by defining a long-term vision and investment plan for the area over the next 10 years that will continue to transform the region into an international and national recreation destination. Currently, almost 42% of visitors come from the Bay Area and other northern California areas. Visitation is concentrated on weekends and peak holiday periods and 42% of visitors are day visitors. Only 8% of visitors are international. Sandy pointed out that a lot of research and analysis were conducted to better understand international, national and regional tourism trends and their impact for North Lake Tahoe. Recreation is a primary driver of North Lake Tahoe visitors activities with 36% of visitors identify it as their primary purpose and it accounts for the largest sector of expenditure at an average of 34% (\$167 million) of a vacation spend. The plan focuses on the following areas:

- **Visitors Facilities** - Create, maintain and support great attractions, fun things to do and quality places to stay so target audiences want to come here from around the nation and the world.
- **Transportation** - Get people where they want and need to go while reducing congestion and dependency on the private automobile through development and promotion of a multi-modal transportation network.
- **Marketing & Sales** – Bring more visitors to North Lake Tahoe who stay longer, return often and travel during off-peak periods, while maintaining affinity with the northern California/Bay Area consumer and continuing to expand group business.
- **Visitors Information** – Enhance the visitors experiences by connecting guest to North Lake Tahoe's many great places and adventures.
- **Resource Development** - Compete nationally and internationally by increasing, leveraging and/or reprioritizing resources for tourism development and destination marketing.

6.2 Sandy shared the ideas already in place for the different focus areas and asked the committee to provide additional input. The following input was provided by the committee members:

Visitors Facilities: Interpreter Center at the old fire station in Tahoe City, Outdoor theater at the Lake, Paddle Board lockers, Trail Signage, Stewardship Campaign – Incorporate Trail Signage,  
Transportation: Increased Air Service – more risk mitigation  
Marketing & Sales: Keep creative family focused, High-lighting all the things you do at the lake, Educational lectures, Cultural relevant marketing  
Visitors Information: Connectivity

Sandy stated that the Public Outreach will be happening throughout the months of April and May. The plan will then be updated before it goes in front of NLTRA Board of Directors and the Placer County Board of Supervisors. Sandy shared there will be a survey up on the website soon; nttourismplan.org.

## 7.0 PRELIMINARY FY 15-16 BUDGET DISCUSSION/REVIEW – JT THOMPSON & SANDY EVANS HALL

7.1 Sandy reported on the preliminary FY 15-16 draft budget. There are usually some negotiations involved between NLTRA and the Placer County but ultimately this becomes our budget. She shared the funds are divided into three areas: Transportation, Visitors Facilities and Marketing. NLTRA are recommending that 1.4 million be spend on Marketing & Sales which is up from last year's 1.2 million. Sandy shared that JT will come back to the committee next month to get feedback and direction on the marketing portion of the budget.

There was some group discussion on why the capital improvement dollars have gone up at a higher rate than Marketing in the last three years.

7.2. **M/S/C (Williams/Moore) (8/0) to approve the preliminary FY 15-16 Draft Budget.**

## 8.0 MOUNTAIN TRAVEL SYMPOSIUM REVIEW – JT THOMPSON & SANDY EVANS HALL

8.1 JT shared this was his first Mountain Travel Symposium and it was a very successful show. He had 27 appointments that Jeremy helped him set-up. He met with a lot of ski operators and online tour operators. He will be working with some of the online tour operators to highlight some of the

activities in the area. One committee member question if our old Ski Tahoe North ticket was brought up. JT stated that it was brought up by quite a few online tour operators.

It was recommended that we all come to the table to discuss this product again.

## **9.0 JETBLUE INAUGURAL FLIGHT PRESS FAM – JT THOMPSON, LIZ BOWLING**

9.1 Liz has been working on the JetBlue flight Press FAM itinerary. They arrive in Tahoe end of this month and there are 18 press total. 9 of them will stay in North Lake Tahoe and the other 9 will stay in South Lake Tahoe. They have 2 full days in Tahoe. Liz is working with individual properties and with Brendan Madigan on a mini version of the Summer Mountain Festival. She will share this itinerary with the committee members.

## **10.0 GOTAHOENORTH.COM UPDATE – JT THOMPSON**

10.1 The website is going as planned and they will be turning it over to us on May 1<sup>st</sup>. We will not be launching it before June 1st but we will have all eyes on it before we launch.

## **11.0 LEISURE SALES MANAGER UPDATE - JT THOMPSON**

11.1 JT shared that we have received about 25 applicants and will start the interviewing process on May 11<sup>th</sup>. Jeremy will be leaving us June 1<sup>st</sup>.

## **12.0 DEPARTMENTAL REPORTS**

12.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

12.2 **Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.

12.3 **Leisure Sales** – He also reported that Jeremy will be leaving the organization in June to pursue other opportunities.

12.4 **Special Projects** – Judy shared that the Winter Wonder Grass will be using the conference sales department for lodging next year. All USA Cycling permits have been signed. She also gave an update that the time trials have been moved to Sierraville and Loyalton area. She reported there will be a vendor expo and we are looking for vendors. Amgen is still looking for volunteers.

12.5 **Web** – Shelley shared her report located in the departmental section of the Marketing packet. She recommended everyone get all their calendars updated in the old site before it's moved over to the new site.

12.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

## **13.0 COMMITTEE MEMBER COMMENTS**

13.1 No committee member comments.

## **14.0 STANDING REPORTS**

14.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

- MARCH DESTIMETRICS REPORT
- MARCH WEB/GEO TRACKING REPORT
- MARCH LODGING REFERRAL REPORT
- MARCH RENO TAHOE INTERNATIONAL AIRPORT REPORT
- CONFERENCE ACTIVITY REPORT

## **15.0 ADJOURNMENT**

15.1 The Marketing Committee meeting adjourned at 4.50 pm.

Submitted By:  
Anna Atwood, Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association