



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, April 24, 2018– 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Becky Moore, Todd Jackson, Eric Brandt, Nicole Reitter (called-in), Judith Kline, Terra Calegari (called-in), Melissa Panico, Christine Horvath, Daniel Dorr (2:30pm)

RESORT ASSOCIATION STAFF: Daphne Lange, Amber Burke, Cindy Gustafson, Sarah Winters

OTHERS IN ATTENDANCE: Shelley Fallon, Allegra,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:05 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Moore/Brandt) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 27, 2018

M/S/C (Jackson/Moore) (5/0/1 – Williams abstained) to approve the meeting minutes from March 27, 2018.

5.0 ACTION ITEMS

- **A – SPECIAL PARTNERSHIP FUNDING ALLOCATION – AMBER**

Amber stated that the special event funding application were just reviewed by a committee last week. The applications were for events taking place in 2018 and she received 16 applications. Amber met with all applicants before making funding recommendations based on existing criteria. The committee is recommending allocating \$49,750 of the \$50,000. These funds are already budgeted for this purpose.

Amber shared there were some changes made to this program, and event producers now get 50% up front, and 50% after submitting everything outlined in the criteria after the event. Amber shared one event is getting a little extra help this year, Lake Tahoe Music Festival. They are in need of assistance with digital and social media and the additional funds will be used to hire someone that can help them.

Comments:

- Have we funded the Kids Adventure Games before? Amber shared she didn't think so but they were really hoping these funds could be utilized to market the event in the Bay Area.
- Is the Tahoe City Food & Wine Classic the same as the Tahoe City Wine Walk? Amber shared that it's the same event and JT is really looking at rebranding the event and making it a multi-day event with a new great logo.
- How do you decide to give more than what they asked for to the Northstar Freeride Festival? Amber shared Northstar was granted more to help promote the Stetina's Sierra Prospect event which is the same weekend. All these events tie in to the Interbike event.
- Brett recommended next year to include the dates on the funding allocation spreadsheet and also recommended sharing an upcoming 2 months event schedule with this committee and the Board of Directors.

M/S/C (Brandt/Jackson) (9/0) to approve the Special Partnership Funding Allocation.

• **B - COMMUNITY MARKETING GRANT – AMBER**

Amber stated that the Squaw Valley Business Association (SVBA) receives a \$10,000 community marketing grant. They are required to present a recap of how they utilized the 16.17 Community Marketing Grant funds. The campaign ran October 17, 2017 through October 29, 2017. Given the shoulder season and short run, results were very good. SVBA also requested the \$10,000 Community marketing grant for the 2017/18 Fiscal Year and presented their spending plan. The intention is to utilize the funds for an off-peak spring digital advertising campaign targeting the Southern California market. The ads will direct guests to a landing page that represent all lodging properties in Squaw Valley equally and in alphabetical order. This request was approved by the BACC Committee.

Comments:

- Do we know the budget for West Shore Association and Northstar Business Association? Amber shared she would estimate West Shore Association budget being pretty low and Northstar Business Association is confidential.

M/S/C (Brandt/Calegari) (8/0/1 – Horvath abstained)

• **C – REVIEW AND DISCUSSION FOR BOARD APPROVAL – 3 YEAR TOURISM PLAN**

Daphne shared the process leading up to the draft and the many meeting with community partners. This input is reflective in the draft and she shared this will be reviewed with the Board of Directors at the May 2nd meeting. Their input will then be added to the draft. She recommended this committee provide comments and feedback and she also did a quick review of the Table of Contents.

Comments:

- It was recommended under targeted public relations to have this broken out to what it really includes such as video and social media.
- Visiting Lake Tahoe website was brought up. Is the page doing its job? Are we competing with ourselves? Daphne shared this could be an agenda item for the next marketing cooperative meeting.
- Brett recommended that we articulate our target markets more clearly along with what time of year we are in the different markets.
- Daniel shared that some of the bigger decisions get lost in some of the details. "Grow winter and summer outside of the area" should be better highlighted in the plan. The increased focus on millennials is not a headline item, but feels interspersed. The "Use highly targeted, interest-based email campaigns to educate niche audiences about all the offering", by outlining it in too much details we reduce the ability to innovate as it ties our hands and makes the process more difficult.
- The word millennials has different meaning to different people, maybe change it to be behavioral focused.

- Christine brought up a few years back we did a successful campaign in San Diego. This may be worth considering again. Brett agreed, maybe break out of just being in Orange County, LA area.
- NLTRA many years ago would get all the ski areas involved in the “Learn To Ski” that was usually hosted in beginning of December. This was a very successful and the committee would like to have more discussion on this.
- Cindy shared NLTRA is happy to host another get-together if the committee feel it’s needed.
- Sarah shared that each department did a lot of outreach and met with many different partners for their input. This should be added to the plan.
- Daphne shared that they should focus on the Strategic Objectives when they go through the document.
- It was recommended that the Tourism Development Committee have their feedback by Friday, May 4th and that the meeting next month be moved up by a week to May 22nd. The comments and feed-back will then be included.

Action to staff: Add “Learn To Ski” as an agenda item to next month’s agenda.

Action to committee members: Deadline for comments and feedback is Friday, May 4th and next month’s meeting will be moved up one week until May 22nd.

6.0 COMMUNITY AWARDS UPDATE – DAPHNE

Daphne shared it’s the annual North Lake Tahoe Chamber Community Awards Dinner on Thursday. Tables are sold out but lots of great silent auctions available.

Action to Anna: Share link with committee members.

7.0 DEPARTMENTAL REPORTS – AUGUST (All Standing Reports and Departmental reports can be found at: http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1)

- Conference Sales Leisure Sales
- Leisure Sales – Sarah Winters
- Events & Communications – Amber Burke
- Website Content – Shelley Fallon
- Public Relations – The Abbi Agency
- Advertising – Augustine Agency

8.0 STANDING REPORTS

- Destimetrics August Report
- RTIA Passenger and Cargo Report
- August Conference Activity Report
- August Lodging Referral Report

9.0 COMMITTEE MEMBER COMMENTS

- Brett shared there are great deals on the new Frontier flight from Reno to Austin.
- Eric brought up there will be lots of road construction in Tahoe City this summer with major impacts, 3 roundabouts. It’s important to keep the message positive and get some education pieces out as soon as it’s available.

10.0 ADJOURNMENT

Meeting adjourned at 4:05 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association