



# north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

## AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday August 27, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

### NLTRA Mission

*“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

### NLTRA Tourism Division Mission

*“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”*

### Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

### Marketing Committee Members

#### NLTRA Board:

Eric Brandt, Primary  
Valli Murmane Alt.

#### Committee

##### Members:

Heather Allison (Chair)  
Kevin Hickey  
Julie Maurer  
Chuck Maas  
Becky Moore  
Marguerite Sprague  
Brett Williams  
Brad Wilson

#### Placer County Rep:

Jennifer Merchant

### Quorum

6 Committee Members with 1 Board Member

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – May 28<sup>th</sup>, 2013 (3 min)
- E. Presentation on 2013 Autumn Food and Wine Program – Judy Laverty (20 min)
- F. Overview of Summer Public Relations and Social Efforts – Abbi Agency, Amanda Horn (20 min)
- G. Update on Ironman Lake Tahoe – Andy Chapman (20 min)
- H. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Website Content
  - o Social Marketing
- I. Committee Member Comments (5 minutes)

- J. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))
- July MTRiP Report
  - July Web/GeoTracking Report
  - July Lodging Referral Report
  - June Reno Tahoe International Airport Report
  - Conference Activity Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, May 28, 2013 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Heather Allison, Chuck Maas, Les Pedersen, Kevin Hickey, Julie Maurer, Brett Williams, Becky Moore, Eric Brandt, Brad Wilson and Marguerite Sprague (3:15 pm)

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty, Sandy Evans Hall and Anna Atwood

**OTHERS IN ATTENDANCE:** Allyson Freedland, Jim Morris, Tom Geary and Rachel Newell

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

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

- 1.1 The Marketing Committee meeting was called to order at 2:10 pm by Chair Heather Allison and a quorum was established.

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

- 2.1 Jim Morris with Lake Tahoe Accommodations shared his disappointment that “Getting Away Together” was not moved forward in the last Marketing Committee Meeting. He explained South Shore has now come forward with \$25,000 and he would like the Marketing Committee to reconsider.

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

- 3.1 It was request to swap item G and H on the agenda.
- 3.2 **M/S/C (Brandt/Pedersen) (9/0) to approve the agenda with the above amendments.**

##### **4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 23, 2013**

- 4.1 **M/S/C (Moore/Maurer) (9/0) to approve the Marketing Committee minutes from April 23, 2013 with a revised vote count for item 5.3.**

##### **5.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND TO NLTRA BOARD THE CONTINUED PARTICIPATION ON THE COMMITTEE OF JULIE MAURER AND LES PEDERSEN**

- 5.1 Andy shared there has been a couple of employment changes for two of our Marketing Committee members, Julie Maurer and Les Pedersen. Their interest is high in remaining on the committee. Andy said due to their long standing involvement with the committee and the community, staff recommends that they continue through their terms. Andy shared any changes need to go back to the Board of Directors.
- 5.2 **M/S/C (Brandt/Williams) (7/0/2 – Pedersen and Maurer abstained) to have Les Pedersen and Julie Maurer continue their term on the Marketing Committee.**

## 6.0 REVIEW OF NORTH LAKE TAHOE DRAFT 2013 SUMMER MEDIA AND CREATIVE – ANDY CHAPMAN

- 6.1 Andy introduced Rachel Newell from School of Thought. She is their new Account Director and she shared her background with the committee members.

Andy reported the draft will give the committee members a view of where we are heading. This draft will maximize the successes that were seen out of the winter campaign and the ad awareness study.

Rachel reported that their general strategy for the summer creative is to cement North Lake Tahoe in the hearts and minds of our consumer. She shared it's important that we not just touch them on an emotional standpoint, but that we aim to establish a relationship with our consumers and stop them in their tracks so they will take notice. Rachel shared some travel trends and some of the market barriers that we need to overcome to create opportunities for growth. Steps to take into consideration are: Build Awareness, Develop Evangelist/Word of Mouth and Increase Conversion. She shared strategy to overcome this. Continuing to build awareness is critical in order to stay top of mind and included within the consideration set for summer destinations. The Bay Area is a highly competitive market for reaching travel consumers. Over the summer we'll be competing with over a dozen other CVB's messaging to the Bay Area travel segment.

- 6.2 Tom reported on the creative and went through some of the billboards ads and the messages. Andy shared they would like to continue on the same momentum and build on the same tone as the winter campaign. One of the ads and messages discussed were the billboard of Golden Gate mostly fogged in with the message: "Admit it, San Francisco Summer Just Suck Here." Some of the committee member comments were:

- Concern for our "travel brothers" in San Francisco and their reaction to this ad. School of Thought shared the message is light hearted and not mean and this will create a buzz.
- The placement of the ads as some East Bay locations do not necessarily get fogged in. Andy shared this is an important point and they will look closely at location.
- It was suggested that we continue with the successful "rain message" but apply the fog instead. School of Thought though this was a great idea.
- Some committee members thought maybe doing multiple versions of the billboard as some Bay Area locations struggle with heat and not fog.

- 6.3 Rachel reported School of Thought will work cohesively with PR and Social to make sure we get full integration with campaign messaging.

## 7.0 REVIEW OF OCTOBER TO MARCH 6 MONTH PERFORMANCE REVIEW

- 7.1 Andy shared the organization produces the North Lake Tahoe Performance report every 6 months. This recaps all of the departments work over the last 6 months. This report is given to our Board of Directors and the Placer County Board of Supervisors. Andy shared this is an important piece and it shows our efforts to our funding partners. It also has data points and a comparison over last year. This document is located on <http://nltra.org/documents> and he encouraged the committee members to look at it.

## 8.0 BRANDING WORKSHOP DATE AND DELIVERABLES DISCUSSION – ANDY CHAPMAN

- 8.1 Andy shared we are looking at a branding workshop on **June 19, 2013 at 1 pm** at The Ritz Carlton. This will be in place of the June Marketing Committee meeting. He shared Rachel Newell from School of Thought will help develop and lead the workshop. Some of the items that will be discussed:

- Perception map & attributes (has it changed? Is it stale?)
- The tone of our message
- Key selling points
- Who is our audience
- Competition

Rachel shared she had worked with very large brands, from automotive to high tech companies. She will look at the previous work done with Andy. She is looking forward to helping the organization develop a document that can be our brand bible that we can always refer to. Andy shared he will also reach out to the Marketing Coop Committee members and have them included in this too.

## 9.0 DEPARTMENTAL REPORTS

- 9.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 9.2 **Conference Sales** – Andy shared Greg is attending HSMAl Affordable Meetings West in Anaheim and Jason is busy today with a site tour. Their report is located in the departmental section of the Marketing packet.
- 9.3 **Leisure Sales** – Andy shared Jeremy is currently in Australia. His report is located in the departmental section of the Marketing packet.
- 9.4 **Special Projects** – Judy shared she had a great meeting with the Sports Commission late last month. She is assembling bids from several companies. She is wrapping up program development for Autumn Food and Wine and shared some great new events that will be happening this year.
- 9.5 **Web** – Shelley's report is located in the departmental section of the Marketing packet.
- 9.6 **Social** – Allyson shared they saw a little bit of a decline in numbers during the shoulder season. She is excited for summer and working on several promotions. Andy also shared the organization is really pushing the "summer is here" message out to hit the strike zone of early June. Andy also reported the organization has hired a new PR firm, The Abbi Agency. He shared the organization will be hosting a "Meet and Greet" on June 10th at Garwoods.

## 10.0 COMMITTEE MEMBER COMMENTS

- 10.1 Andy shared there is a large spike in September bookings on the MTRiP report. He also shared the overall summer bookings through April 30<sup>th</sup> are up 49% compared to last summer. Marguerite shared the Southwest Air flight from Oakland to Reno has been removed. Andy reported the flight from Ontario to Reno has also been removed. Andy shared this is mostly due to the flight performance. Regional Marketing Committee's (RMC) main goal is to increase air service to Reno.

## 11.0 STANDING REPORTS

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

- APRIL MTRiP REPORT
- APRIL RENO TAHOE AIRPORT REPORT
- APRIL WEB/GEO TRACKING REPORT
- APRIL LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

## 12.0 ADJOURNMENT

- 12.1 The Marketing Committee meeting adjourned at 3:33 pm.

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