



north lake tahoe

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, August 24, 2016

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

1.0 CALL TO ORDER

1.1 The meeting was called to order at 8:37am and a quorum was not established.

2.0 PUBLIC COMMENTS

2.1 No public forum.

3.0 ROLL CALL

3.1 Committee members present: Bill Wood, JT Thompson, Sandy Evans Hall, Andy Chapman (called in), Christine Horvath (called in)

Other in attendance: Jason Neary, Sarah Winters, Al Priester, Julie Amos, Debbie Augustine, Kim Ericksen, Margo Robinson, Connie Anderson, Abbie Whittaker, Erin Casey, Liz Bowling, Walt McRoberts (called in), Shawn Grant (called in)

4.0 APPROVAL OF AGENDA

4.1 Bill Wood recommended moving up item I: Review and Discussion of Fall/Winter Media Plan before item H: Review and Discussion of Fall/Winter PR & Social Media Plan.

5.0 APPROVAL OF JUNE 30TH 2016 COOP MARKETING MINUTES

5.1 This will be tabled until the next meeting.

6.0 REVIEW & DISCUSSION OF YEAR END FINANCIALS FY 15/16

6.1 Al stated the Marketing Coop Financial Reports are now generated from QuickBooks. The budget agrees with the contributions from IVCBVB and NLTRA. The chart of accounts were revised slightly and the year-end carryover amount is \$61,598. Andy commented the carryover is slightly less in the budget for FY16/17 so we will make the adjustment moving forward. No other comments were made regarding year-end for 2015/16.

7.0 REVIEW AND DISCUSSION ON FY 2016/17 COOP BUDGET

7.1 Al shared that Budget vs. Actuals reports are available on demand if any of the Cooperative Board Members would like to see them throughout the year or on a monthly basis. JT reviewed the 16/17 Coop Budget's line item increases with the committee members. The bulk of the increase went to consumer marketing, but Leisure Sales, Public Relations and Conference Sales also increased. He reviewed the line items that increased and bottom line number still shows \$3,387 that needs to be allocated. This will be presented at the next meeting.

8.0 REVIEW AND DISCUSSION OF FALL/WINTER MEDIA PLAN

- 8.1 Kim shared Augustine in-market discovery with North Lake Tahoe Stakeholders. This was to gain insight about visitors and travel to North Lake Tahoe. At the meeting were hoteliers and other North Lake Tahoe businesses. Looking for additional feedback, after the meeting Augustine developed and sent out a survey to North Lake Tahoe hoteliers. These will be used to build the media plans. While in North Lake Tahoe the Augustine Team stayed an extra couple of days to gather their own personal insight and experiences within the destination. The team stayed at various hotels and did a variety of activities.

GoTahoeNorth.com Website Discovery: Shawn shared that in an effort to explore ways to make the GoTahoeNorth.com website more user-friendly, the Augustine digital team worked with Red8 and began a deep website discovery which included: Gathered user journey and heat maps, Discovery call with James at Red8 and received their list of considerations for website improvements, SEO task complete - keywords relevancy research/competitive link analysis, SEO task complete – identified duplicate content and page crawl issues, Internal Website – mobile audit: consumer and meeting planner. The next steps would include: 1. Prioritize list for Red8 and then determine priority, timelines and any budget cost requirement to complete 2. Summarize user journey/heat maps 3. Finalize Design update recommendations to boost engagement 4. Complete remote audience testing modules.

Creative: Debbie shared the three creative concepts:

1. True North – Speak to find your true Tahoe experience
2. It's Go Time – Strong call to action. Anytime is a good time to come here.
3. Human Nature – This speak to human powered sports

Comments:

- JT: Thinks the True North stands out the most. It's Go Time the "N" logo blocks to much of the visual and Human Nature has great photos and likes the human nature aspect.
- Jason mentioned that North doesn't designate outside of East of Nevada. It's probably not even that strong in Southern California. It's good for the Bay Area.
- Christine with Squaw Valley shared that with places that are less familiar with our destination they use less of "North" and with regional markets they use more of "North."
- Andy stated that True North and Human Nature are the two strongest contenders.
- A few members shared they liked the message of the Human Nature and the look of the True North.
- Sandy stated on the Human Nature – the "n" could be nature, not north. Nature reflects the importance to our destination. True North has already been used in previous campaigns we did in the past.
- Christine shared our logo does have equity but it may be worth considering having it be a silhouette of the lake outline.
- It was suggested not to change the logo but have it be secondary.

Julie shared she has been working on the Marketing Plan. Online surveys was sent out to the hotels and previous research & studies are being looked at along with new visitor research. The team is also looking closely at new travel trends. She is also working with Jason Neary on Group Travel and Meetings.

Media Plan: Walt has been working hard on making sure we are targeting correctly with our digital efforts. He shared there is a big difference between the LA and San Francisco traveler. It was recommended from Christine that it's looked at seasonally not annually. She shared the winter and summer traveler are extremely different. He has been talking to different vendors to see who will be the right fit.

Margo talked about the partnership opportunities and a lot of things are in the works with events and leveraging sponsorship dollars to enhance what we are doing. Connie brought up the Ale Trail with partners to build and Ale Trail book.

Overview of timeline: Media & Marketing Plan final draft to be completed mid-September. Also to be completed is Creative Concepts and Partnership opportunities mid-September as well.

9.0 REVIEW AND DISCUSSION OF FALL WINTER PR & SOCIAL MEDIA PLAN

- 9.1 Liz shared the Marketing Work Plan. The key objective is to increase destination and visitation to North Lake Tahoe during shoulder season and create longer stays throughout the year. Strategy: In order to increase North Lake Tahoe's perception nationally as a world-class year-round destination for families, outdoor enthusiasts, millennials and professionals.

Key Themes for 2016 and 2017:

- Outdoor recreation and activities including culture and all our diverse offerings
- Events (this includes groups/meetings/weddings)
- Family
- Health and Wellness
- Hotel and hotel packages – shoulder season specific and midweek specific
- Food, Culture & Dining

Connie shared on the Performance Measurements. JT shared that the matrix will be reviewed soon with the Abbi Agency and the Augustine Team. Christine recommended that we look at plans such as Ski Lake Tahoe and leverage the messaging or stack the messaging. JT also recommended that we add value to the messaging.

Liz shared some of the PR Pitch Angles. She shared the pitches changes with weather and needs. JT shared domestically we need to have a Group message in Chicago, Texas or Atlanta. Other projects being worked on: FAM itineraries, "What's New" release and Press Kit. Liz also suggested a TV Morning Circuit. They will identify a representative and talk about "What's new" and educate the viewers. This could be done in Sacramento, San Francisco and in the LA market. JT also suggested a weatherman series/traffic series. Connie also recommended doing a media based event. Traveling with our partners to do a big North Lake Tahoe event in one of our key markets.

Connie and Liz shared the future public relations campaigns; Tahoe Top Ten and Spartan Race Giveaway.

Liz shared there are many locals with great inspirational stories that can help drive that "authentic story" for our shoulder season.

Liz and Connie also went through the different content: Blog, Newsletter, Campaigns, Social and Creative.

Action to the Abbi Agency: Develop talking points on North Lake vs. South Lake on creating one message that all departments are relaying.

10.0 RECOMMENDATION OF APPOINTMENT OF NLTRA COMMITTEE MEMBERS

- 10.1 No update on this item. This will be tabled for the next Marketing Cooperative meeting in September.

11.0 PUBLIC COMMENT

- 11.1 No public comment.

12.0 ADJOURNMENT

- 12.1 The Marketing Cooperative Meeting adjourned at 10:37 am.