



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 Thursday February 28th, 2013 1pm 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
Davy Ratchford
Les Pedersen
Marguerite Sprague
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Board 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 – January 29th, 2013 (3 min)
- E. Presentation on Visit California Marketing Referendum – Julie Maurer (15 min)
- F. Discussion and Direction on Post Consumer Bay Area Campaign Ad Awareness Research Study – Andy Chapman (20 min)
- G. Update on Ironman Lake Tahoe – Andy Chapman (20 min)
- H. Update on Lake Tahoe Sports Organizing Committee/X Games Bid – Andy Chapman (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

- Public Relations

J. Committee Member Comments (*5 minutes*)

K. Standing Reports (posted on www.nltra.org)

- January MTRiP Report
- January Web/GeoTracking Report
- January Lodging Referral Report
- December Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, January 29, 2012 – 1 pm

North Tahoe Public Utility District

Les PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Valli Murnane, Kevin Hickey, Marguerite Sprague, Chuck Maas, Davy Ratchford and Les Pedersen

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Lavery-Capach, Jason Neary, Jeremy Jacobson, Sandy Evans Hall and Anna Atwood

OTHERS IN ATTENDANCE: Nicolas Wootten, Pettit Gilwee, Shelley Fallon and Andrew Baird

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 1:10pm by Chair Les Pedersen and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Andy introduced Eric Brandt as the new primary Board Representative and Valli Murnane as the alternate Board Representative.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Ratchford/Brandt) (6/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 30, 2012

- 4.1 **M/S/C (Hickey/Murnane) (6/0) to approve the Marketing meeting minutes from October 30, 2012.**

5.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 27, 2012

- 5.1 **M/S/C (Murnane/Hickey) (6/0) to approve the Marketing meeting minutes from November 27, 2012.**

6.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT 2013 MARKETING CHAIR

- 6.1 Andy thanked Les Pedersen for being Committee Chair for the last two years. Andy also shared with the Committee members that Heather Allison had expressed some interest in being the Committee Chair as she was unable to attend this meeting due to travelling. No other Committee member expressed any interest in this position.

- 6.2 **M/S/C (Ratchford/Brandt) (6/0) to elect Heather Allison as 2013 Marketing Chair.**

7.0 DISCUSSION AND POSSIBLE ACTION TO ASSIGN ONE NEW COMMITTEE MEMBER TO A TWO YEAR TERM WITHIN COMMITTEE POOL C

7.1 Andy stated the Marketing Committee consists of three pools with three members each. Each year one of these pools is appointed for a new three year term. Members from Pool B who completed their three year term last month are Becky Moore, Les Pedersen and Deb Darby-Dudley. Andy shared he received four letters of interest for Pool B from the following parties: Becky Moore (Squaw Valley Lodge), Les Pedersen (Resort at Squaw Creek), Brad Wilson (Diamond Peak Ski Resort) and Chuck Maas (Lake Tahoe Accommodations). At the January Board meeting the NLT Chamber/CVB/Resort Association Board appointed all four applicants to fill the Committee positions. The Board did however direct the committee to appoint one of these members to a 2 year term filling the vacant position in Pool A while the remaining three fill a three year term in Pool B.

Action: Chuck Maas with Lake Tahoe Accommodations volunteered for a 2 year term in Pool A.

7.2 Chuck Maas did an introduction to the Committee members. He shared he has 17 years of experience working with Lake Tahoe Accommodations and he is enthusiastic about serving on the Committee. He shared some of his recommendations will be to focus more efforts on the Asian market.

7.3 Andy also thanked Davy Ratchford for serving on the Committee. Davy Ratchford has accepted a position as the new Director of Sales and Marketing for Vail Ski Resort in Colorado.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT THE NORTH LAKE TAHOE RESORT ASSOCIATION MARKETING COOPERATIVE MEMBERS

8.1 The North Lake Tahoe Marketing Cooperative Committee is a cooperative marketing agreement between the NLT Chamber/CVB/Resort Association and IVCBVB (Incline Village Crystal Bay Visitors Bureau). This marketing cooperative committee is made up of four members of each organization. These members include the Executive Director, two lay members and one board member from each organization. The Marketing Committee is looking to appoint two members to serve for the 2013 term. Andy did a quick overview with the Committee members. Davy Ratchford nominated Les Pedersen and Julie Maurer to serve as the Marketing Cooperative members. Andy shared with Committee that he has had a conversation with Julie Maurer about this since she could not attend the meeting today.

8.2 M/S/C (Brandt/Murnane) (7/0) to elect Les Pedersen and Julie Maurer as the NLT Chamber/CVB/Resort Association Marketing Cooperative Members for 2013.

9.0 UPDATE ON WINTER MEDIA CAMPAIGN AND CREATIVE EXECUTION – SCHOOL OF THOUGHT

9.1 Nick from School of Thought reviewed some the implemented creative efforts of the Winter Escape Campaign. Nick started off that he would like to continue the conversation about the Asian Market and research how they can capitalize and grow in this market. He requested if ethnic background is captured by lodging properties, and ski resorts that they share this information with him. The OOH campaign has launched in full scale, saturating the San Francisco area. Their placement selection has been designed to reach target audience frequently throughout the day, whether they are traveling by car, bus, boat or train. In the short time OOH has been in market it has already begun receiving social media buzz and placement recognition from multiple sources. Nick shared he feel this portion of the campaign will deliver a great impact with our audience and help build continual awareness. Placements include:

- 13 billboards (including 1 Bay Bridge, 1 Oakland Coliseum, and 1 Broadway Tunnel)
- 10 mini billboards (10'x22')
- 12 bus shelters
- 2 Ferry Building placements
- 25 full bus backs
- 180 BART interior cards
- 280 bus interior cards

- 200 power washings

A committee member questioned the power washings message and shared her thought that it should read: Escape to the North and not Escape North.

9.2 Nick shared North Lake Tahoe conducted its first social influencer program this month. The program was designed to bring individuals with strong social media presence and influence to North Lake Tahoe, for a weekend escape and have them share their experience with their followers. Seven influencers attended and began posting their social media accounts prior to arriving in North Lake Tahoe. The second phase of the influencer campaign just launched, in which the influencers will be giving away lift tickets in an effort to invite a larger audience to experience the same escape weekend as the influencers. Nick shared with the committee the name of the influencers that came to North Lake Tahoe and the selection criteria process.

9.3 Nick also shared some partner highlights through the digital efforts. Pandora has driven the highest quantity of consumers with a CTR (click through rate) of .44%, however this has not been as successful in driving conversions to the Lodging page. Trip Advisor has delivered the highest quality of consumers, with nearly 100% landing on the Lodging page. Nick also shared the TV ad with the committee members. Eric Brandt shared he has a lot of TV footage he can share with School of Thought.

10.0 PRESENTATION ON COMMUNITY EVENT GRANT RECIPIENTS – JUDY LAVERTY

10.1 Judy with North Lake Tahoe Chamber/CVB/Resort Association announced the final round of grant funding for fiscal 2012-13. She shared the deadline for applications are on February 22. The grant presentation to the Event Task Force will be held on March 15. There is \$14,000 left for grant funding. Judy shared what applicants were funded in the first round and did a brief summary of each event.

11.0 UPDATE ON LAKE TAHOE SPORTS ORGANIZING COMMITTEE/X GAMES BID – ANDY CHAPMAN

11.1 Andy shared the Lake Tahoe Sports Organizing Committee was established as the basin wide sports organization to go after big sporting events. He shared he just returned from a trip to Aspen for the X games with a group of local members from the committee. Throughout the weekend they toured the facilities, had meetings and gained a lot of insight. He shared while this is a big undertaking it's also a tremendous opportunity for the region. He shared there may be opportunity to look at the region for both summer and winter games. The organizing committee is working on putting together the bid that is due in April.

12.0 DEPARTMENTAL REPORTS

12.1 **Advertising** – Andy shared the advertising reports are located in the departmental section of the marketing packet.

12.2 **Conference Sales** – Jason shared his recent site tours and that the organization is attending MPINCC in San Francisco next month. He also shared Greg Howey the National Sales Manager, attending Smart Mart San Francisco and doing sales calls. He also stated the Hyland Group, the organizations representation in Washington DC and Chicago, appears to be going out of business and he is looking into new opportunities.

12.3 **Leisure Sales** – Jeremy shared his departmental report located in the Departmental section of the Marketing packet.

12.4 **Special Projects** – Judy shared her departmental report is located in the Departmental section of the Marketing packet.

12.5 **Web** – Shelley report is located under the Departmental section of the Marketing packet.

12.6 **Social** – Andy shared the report is located in the Departmental section of the Marketing packet.

12.7 Public Relations – Pettit shared her Departmental report located under the Departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

13.1 Chuck Maas shared a good friend of his is one of the original founder of Ironman, a 75 year old Navy Seal Captain who has great stories to tell. He shared the organization could use some of the stories for press releases. Marguerite also shared she had recently spoken to the person organizing The Celtic Games and has their contact information. Andy suggested she pass it on to Judy and Jason who will follow up on this.

14.0 STANDING REPORTS

14.1 The following reports were posted on www.nltra.org:

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

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 3:05 pm.

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