



north lake tahoe

Chamber | CVB | Resort Association

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TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, February 27, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Judith Kline, Brett Williams, Nicole Reitter (called-in), Terra Calegari (called-in), Melissa Panico, Daniel Dorr (2:15pm)

RESORT ASSOCIATION STAFF: Daphne Lange, Amber Burke, Cindy Gustafson, Jason Neary, Sarah Winters, Anna Atwood

OTHERS IN ATTENDANCE: Alexis Kahn, Lindsay Moore, Walt McRoberts, Andy Chapman, Alex Mourelatos, Erin Casey

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:15 pm and a quorum was established after item E.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Calegari/Dorr) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 30, 2018

M/S/C (Dorr/Kline) (6/0) to approve the meeting minutes from January 30, 2018.

5.0 PRESENTATION BY RICHTER 7 – WALT MCROBERTS

- Daphne introduced Walt with Richter 7 who partners with Augustine and handles the media buying.
- Walt stated Richter7 is an advertising company and they advertise across the nation. Richter7 handled the advertising for Park City for 17 years and prior to that worked with Jackson Hole. They have great experience with Mountain Destinations.
- Walt shared some of their companies strengths are the amount of expensive research they have access to.
- Fusion7 is a proprietary analytics platform developed by Richter7 that integrates data from owned, paid and social media sources in real-time to deliver actionable insight across all channels. It provides a holistic view of the brand.
- Walt shared a high level view of the platforms. The social monitoring has amazing capabilities and took 1 ½ years to build. Every single post can be viewed, both positive and negative.

Comments:

- Are there timelines on when we can extract the data and look at the most effective ROI for our destinations markets? Walt shared not at this point but it will be reviewed with everyone.
- Can this data be benchmarked to our competitive set? Walt shared he has 6 different dashboards built out, some for events and a side by side comparison to South Lake Tahoe.
- Take a deeper look at messaging.
- This platform is a licensing agreement between the Marketing Cooperative and Richter7. However further discussion on how this valuable information can be shared with our constituents is important.
- Report an Executive Summary of the data to our constituents.

6.0 DESTIMETRICS MARKET OVERVIEW – DAPHNE LANGE

- Daphne gave a quick overview of market analysis for our local lodging properties looking forward.
- Occupancy rates are down compared to last year. However ADR continues to improve.
- For the next upcoming 6 months our numbers are up 0.8% and ADR is up as well compared to last year.
- Terra from the Resort at Squaw Creek shared their booking window is getting longer.

7.0 REVIEW OF SPARTAN BROADCAST PLATFORM – AMBER BURKE

Amber reported that Spartan made the decision to live stream the US Championships Series vs. NBC Broadcast. The response has been extremely positive and the livestream outperformed the NBC series time after time and viewership from the series has been on a steady decline year over year as well. Amber requested discussion and feedback to provide Spartan. Amber shared that Live Stream Total Views: 1,815,312 and NBC/NBSCN Impressions: 490,000.

Streaming the events offers Spartan more flexibility in the content, which in turn will provide more opportunity to highlight North Lake Tahoe. Here is what Spartan has suggested:

- Spartan can insert up to two minutes of destination b-roll into the beginning of the broadcast (no sales messaging).
- The pre-show will be presented by North Lake Tahoe.
- Mentions throughout the broadcast that the event is hosted by North Lake Tahoe.
- Spartan will incorporate the North Lake Tahoe logo into the race time clocks.
- Course map static will also incorporate the North Lake Tahoe logo.

Comments:

- Can Augustine put a dollar value to the live streaming? Alexis shared they can't put a dollar value to a live streaming and hard to compare the 2 equally.
- There is a decline in viewership and attendance on these types of events.
- It was suggested that NLTRA ask for an extra couple of e-mails to their database.
- It was recommended to our have some of our influencer involved, and or announcer.
- Get some North Lake Tahoe visuals or imagery in the live streaming. Show clips of North Lake Tahoe.
- How to we make North Lake Tahoe a character throughout the entire program? How do we take advantage of what live steam offers us?
- Do an e-mail blast of pre and post activities to our international market.
- Have Spartan pay for re-targeted ads.
- Could we leverage our own social commentator?
- Is this watched more on mobile? Amber will look into this and follow up.

8.0 TOURISM DEVELOPMENT WORKSHOP UPDATE AND RECOMMENDATIONS – DAPHNE LANGE

Daphne stated she worked with our agencies and staff to create the 2018/2019 Tourism Development Plan Outline. The plan outline was based on other destination plans and feedback from the workshop. Events, Metrics and General Marketing PR will be some area of focus. Daphne asked for participation to these task force groups. If you have other recommendation for you team that would be a great fit for any of the task force please don't hesitate to contact Daphne.

Comments:

- It was recommended to share the outcome of the marketing task force meetings along with the competitive analysis that was completed by JT. Cindy shared that document is being updated and especially the spend by the visitors.
- Amber shared the events will be more specific to general event strategy and how we sponsor events.
- One member suggested to include investment priorities on the outline. What is the future for us? Events? Social presence? Where should we be investing more? Where should we be investing less?
- Andy shared there is an existing event policy that should be renewed and it's also time to look at Marketing Cooperative and how they interact with events and sponsorship.
- There should be a working group on Visitor Information Services.
- Disadvantage is that we are spread out and have a lot to offer as far as events.
- Compared to our competitive set we need more winter events, more music that drives the destination visitor.

Action: Share the outcome of the marketing taskforce and competitive analysis that was completed with new task force members and new committee members.

9.0 VISIT CALIFORNIA OUTLOOK FORUM CONFERENCE RECAP – DAPHNE LANGE

Cindy shared the team won a Poppy Award for best content Marketing Initiative for the Luminaries Campaign. This was great recognition for the team and a very educational conference.

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

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

11.0 STANDING REPORTS

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

12.0 COMMITTEE MEMBER COMMENTS

- No member comments.

13.0 ADJOURNEMNT

Meeting adjourned at 4:45 pm.

Submitted By:

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