



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES January 24, 2011 – 1 pm

### North Tahoe Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Marguerite Sprague, Davy Ratchford, Eric Brandt, Les Pedersen, Brett Williams, Kevin Hickey, Julie Maurer and Heather Allison

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

**OTHERS IN ATTENDANCE:** Kerstin Plemel, Shelley Fallon, Pettit Gilwee, Cathy Davis, Ronele Klingensmith, Allyson Freedland and Chuck Maas.

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

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

1.1 The Marketing Committee meeting was called to order at 1:08 pm by Chair Les Pedersen and quorum was established.

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

2.1 No public forum.

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

3.1 **M/S/C (Williams /Maurer) (6/0) to approve the agenda.**

##### **4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON NOVEMBER 28TH, 2011**

4.1 **M/S/C (Hickey/Pedersen) (6/0) to approve the Marketing Committee meeting minutes from November 28, 2011.**

##### **5.0 WELCOME AND INTRODUCTION OF NEW COMMITTEE MEMBERS**

5.1 Andy Chapman welcomed the new Marketing Committee members: Davy Ratchford, Marguerite Sprague, Deanna Gescheider and Eric Brandt. Eric Brandt was appointed by the Placer County Board of Supervisors as their representative on the North Lake Tahoe Chamber/CVB/Resort Association Board.

##### **6.0 ELECTION OF 2012 MARKETING COMMITTEE CHAIR**

6.1 The Committee re-elected Les Pedersen as chair of the Marketing Committee for 2012.

6.2 **M/S/C (Maurer /Hickey) (6/0) to elect Les Pedersen as chair of the Marketing Committee for 2012.**

## **7.0 PRESENTATION OF LAKE TAHOE PUBLIC TELEVISION OPPORTUNITY BY CHUCK MAAS – LAKE TAHOE ACCOMMODATIONS**

- 7.1 Chuck Maas, Marketing Consultant with Lake Tahoe Accommodations presented a new television opportunity for North and South Lake Tahoe. *Getting Away Together* is a new TV series airing on PBS member stations highlighting the rapidly growing trend of sharing a vacation with friends and family. From girlfriend getaways to family reunions and milestone celebrations, the series shows diverse groups of real travelers vacationing together in some of the most fascinating destinations and staying at spectacular vacation rental properties across America. It's the first reality travel series to focus on this trend. Each episode features a new group of travelers as they unwind with meaningful travel experiences in fun locations, with vacation rentals as their home base.

Some of the selling points are:

- This is a NATIONAL show on PBS member stations nationwide.
- [www.gettingawaytogether](http://www.gettingawaytogether.com) is a real, legitimate powerful website that is being fed by TripAdvisor.com, CSA Travel Protection, the entire Vacation Rental Managers Association (VRMA) membership and MMGY a Global PR firm. More people will watch the show online than on PBS.

The cost is \$97,500 per half episode. The series includes 13 half-hour episodes that will be shown primetime twice a day. A committee member questioned if production cost is covered. Chuck replied productions cost is covered and Lake Tahoe Accommodations would supply rental units for the production crew. Another committee member questioned the rights for property management companies to put it on their website to be used for advertisement. He said you have to a member of the VRMA. He stated it would be great to have North and South Shore “come together” and it's an opportunity for huge exposure. Les recommended that NLT Chamber/CVB/Resort Association staff reach out to Smith & Jones and counterparts in South Lake Tahoe and suggest a recommendation at the next marketing meeting.

**Action to staff: Andy follows up with Smith & Jones and LTVA for analysis and recommendation concerning the Lake Tahoe television opportunity.**

## **8.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT THE NORTH LAKE TAHOE CHAMBER/CVB/RESORT ASSOCIATION MARKETING COOPERATIVE COMMITTEE MEMBERS**

- 8.1 Andy gave the Committee a brief overview of the North Lake Tahoe Marketing Cooperative Committee. He stated that the Committee is comprised of four members from each organization, including an Executive Director, one community member and two board members from each organization. Presently two NLTRA board members; an Executive Director and one lay member need to be appointed by the Committee. Andy suggested a new marketing cooperative committee structure be considered by that committee. He thinks one Board member, two lay members and the Executive Director should participate on the committee.

- 8.2 M/S/C (Maurer/Williams) (8/0) The Committee recommends for NLTRA Board approval: Sandy Evans Hall, Davy Ratchford, Les Pedersen and Alex Mourelatos be appointed to the Marketing Cooperative Committee.**

## **9.0 UPDATE OF EFFORTS RELATED TO SNOW CONDITIONS – ANDY CHAPMAN**

- 9.1 Andy gave an update on what staff has been doing related to pre storm and post storm efforts. Over the last several weeks, staff and agency partners focused efforts and resources on communicating current and accurate resort and snow information to not only our guests but also to our local community. This effort was initiated to ensure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region.

Andy thanked all the resorts for creating a good product and for supplying great videos and photos which really helped from a social perspective to get the snow-making message out.

Some of the pre-storm efforts that were done:

- Coordinated resort PR/Marketing meeting on Jan.6<sup>th</sup> to discuss messaging and tactics.
- 5 station Bay Area radio campaign week of Jan. 9<sup>th</sup> promoting snowmaking.
- Conducted 8 live radio interviews on current conditions
- Daily ski report on lifts and runs distributed to lodging and chamber members.
- Recorded video of Olympic Heritage Celebration Snow Dance for distribution.

Allyson with RKPR shared some of the social efforts that were done. She reported they reposted resort videos via NLT social channels, blogging, twitter and “like” campaign on facebook. Pettit reported on her media efforts on Tahoe Sampler, scheduled live interviews for Andy with various radio and TV stations. She reported that the story about the snow dance was well received and picked up by the media. Kerstin with Smith & Jones shared some of the advertising efforts that were done. She reported of the 5 station Bay Area radio buy to run January 23<sup>rd</sup> through February 3, promoting new snow conditions and a new snow e-blast was distributed to 35k consumer database on January 19<sup>th</sup>. Andy shared we are switching from a daily ski report to a 10 day event calendar to our lodging and chamber members. He also shared we are part of the Regional Marketing Committee (RMC) whose mission is to increase new air/maintain service to Reno Tahoe International Airport. They have dedicated up to \$60 K funds for when the weather changes for National Radio and TV Satellite Interview Tour.

## **10.0 PRESENTATION ON NORTH LAKE TAHOE ADVERTISING TRACKING REPORT**

- 10.1 Andy reported on the results of Lake Tahoe Advertising Tracking Report. This The report is posted on <http://nltra.org/marketing/>

## **11.0 PRESENTATION ON EMAIL SURVEY RESORTS – SMITH AND JONES**

- 11.1 Andy reported on the email survey to our database in November 2011. The goal of the survey was to look for ways to improve open rates and click through rates, to determine consumer’s view on more compelling and valuable email content and to build our database. Kerstin with Smith and Jones shared the survey was sent on October 14, 2011. As of December 20, 2011 there were 175 respondents and the survey included 10 questions. Some of the top responses for a couple of the questions were:

- **As a recipient of North Lake Tahoe’s monthly emails, what information is of interest to you?**
  1. Cool deals (dining, hotel, shopping, activities, etc.) at North Lake Tahoe 84.0%
  2. Events at North Lake Tahoe 69.1%
  3. Seasonal activities at North Lake Tahoe (i.e. biking, skiing, paddle boarding) 62.9%
- **How often would you like to receive emails from North Lake Tahoe?**
  1. Whenever there is time-sensitive information to share, such as limited time offers 57.1%
  2. One time per month 44%

Based on findings and results from recent e-blast some of the recommendations Kerstin shared were: Continue sending monthly e-blast with a focus on deals and events. Include information and links to: seasonal outdoor activities, special festivals and events, couples and family activities. Send time-sensitive e-mails as needed, such as snow reports, contests, and special deals and events. Kerstin also recommended continuing to build the e-mail list through lead generation and

social media and fans. She also reported they are continuing testing best days and times to send specific e-blasts.

## **12.0 REVIEW OF AGENCY RFP – ANDY CHAPMAN**

12.1 Andy gave a quick overview of the agency Request for Proposals document for advertising and marketing services. The anticipated release date will be March 15, 2012 with a deadline for qualified proposals due on April 16, 2012. Andy stated the Marketing Cooperative Committee will set up a sub-committee with members from both organizations that will review and evaluate the responses. Agreement between the bidder and Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Chamber/CVB/Resort Association will be signed mid May 2012.

## **13.0 DEPARTMENTAL REPORTS – The following reports were posted on [www.nltra.org](http://www.nltra.org)**

13.1 **Advertising-** Kerstin reported on media for December and January on Print, Internet Media and Radio.

13.2 **Conference Sales-** Greg Howey reported on recent sales trip and the Smart Mart event he attended in San Francisco. Jason is attending HelmsBriscoe Annual Business Conference in Reno, January 25 and 26<sup>th</sup>. Both Greg and Jason are working on a sales trip mid February and they will also be attending the MPI-NCC in San Francisco February 15, 2012.

13.3 **Leisure Sales-** Jeremy reported on Leisure Sales. He stated he is very busy planning MTS. (Mountain Travel Symposium)

13.4 **Special Projects-** Judy reported on the Special Events/Projects and gave an update on Autumn Food and Wine and what direction it's going.

13.5 **Web-** Shelly reported on website update. She stated the events calendar content is looking great.

13.6 **Social Marketing-** Allyson reported on social marketing.

13.7 **Public Relations-** Pettit reported on the public relations report.

## **14.0 STANDING REPORTS**

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

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

## **15.0 COMMITTEE COMMENTS**

15.1 Kevin shared the annual NCOT (Nevada Commission on Tourism) Rural Roundup conference is coming to the Hyatt April 18-20, 2012.

## **16.0 ADJOURNMENT**

16.1 The Marketing Committee meeting adjourned at 2.55 pm.

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