



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES

Tuesday, January 28, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Valli Murnane, Neil Sogard, Heather Allison, Julie Maurer, John Monson, Brett Williams and Becky Moore

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

OTHERS IN ATTENDANCE: Carl Ribaud, Jackie (Diamond Peak), Liz Bowling and Kirsten Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order by Chair Heather Allison at 2:06 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 19, 2013

4.1 **M/S/C (Williams/Murnane) (6/0) to approve the Marketing Committee minutes from November 19, 2013.**

5.0 REVIEW OF MARKETING COMMITTEE APPOINTMENT TERMS – ANDY CHAPMAN

5.1 Andy did a quick review of the Marketing Committee appointment terms. He shared the organization had twice the amount of seats open including two seats for a 1 year term and one seat for a 2 year term. He reviewed Pool A, Pool B and Pool C with the committee members.

6.0 UPDATE ON SKI LAKE TAHOE/SIERRA SKI MARKETING COUNCIL – CARL RIBAUDO

6.1 Carl Ribaud with Strategic Marketing Group (SMG) gave an overview of Ski Lake Tahoe and Sierra Marketing Council activities. The two regional groups work collectively together to increase the numbers of skiers and boarders to the region. The primary goal is to increase out of region paid skiers days over the next 3 years, with a specific focus on Southern California. Carl shared their objectives:

- Effectively position the destination/build the Lake Tahoe brand by increasing awareness, interest and desirability for the destination
- To increase lift ticket sales for the ski resorts and overall positive economic impact for the partners within the region
- To work with selected partners implementing a cooperative marketing program designed to achieve the increased destination skier awareness and demand
- Work closely with key partners to increase air service to Reno

Carl shared Ski Lake Tahoe completed a national study to get a sense of where Lake Tahoe fits in the national market. He stated Colorado is clearly the market leader as far as favorite ski destinations. Lake Tahoe has come a long way and is not far behind and ahead of other destinations. He also stated it's important to focus on some of the other things you can do here: recreation, entertainment, shopping and dining.

- 6.2 Carl shared the 2013/14 Winter Campaign Outline. Some of their objectives include:
- Continued presence in the Los Angeles market targeting skiers
 - Establish Tahoe as a premier/convenient ski destination to skiers considering Mammoth and Colorado ski vacations
 - Maximize presence around Olympic content
 - Continue online search efforts

He shared the media plan along with creative and some video that will be running on NBC during the Winter Olympics. Some of the new programs they have focused on are:

- Photo exhibit at the airport of the different ski resorts. Done by great local photographers
- First time Ski Industry Economic Impact Study
- New air service

- 6.3 Brett questioned Carl how Ski Lake Tahoe/SMG budget compares to other competitive destinations. Carl shared the budget is never big enough. He shared Ski Lake Tahoe is not a state organization but a regional organization, and one of the challenges their Board is faced with is increasing their budget to be more effective against other competitive ski destinations. Andy did share state organization like Nevada Commission on Tourism and Visit California have ski programs and the bulk is dedicated to the Lake Tahoe Region. Brett still recommended that we look at budget numbers including the NLT Chamber/CVB/Resort Association budget to better argue the case we need a bigger marketing budget to be more competitive with destinations like Colorado.

Julie commented that in the recent national study that was done it was clear Colorado is by far the leading ski destination. She questioned Carl if anything had been done this year to address some of the things that had been outlined in earlier meetings. Carl pointed out a few things they have addressed including tree-skiing, he also shared they have been filtering some of those messages in terms of photography on their website and also press efforts to counteract some of the perceptions people had of Lake Tahoe. Julie also questioned how they are doing in the Southern California market. Carl shared they have seen a rise out of Southern California and the resorts have been satisfied with what has come out of it.

Andy shared that Ski Lake Tahoe also has a presence in the international market with a focus on UK and Australia. This is primary through sponsorship of the Warren Miller Ski Film Series. Carl shared that leverage has done well and he also reported the Nevada Commission on Tourism is looking really hard at Mexico. There may be some opportunity there later.

John commented that Colorado Ski Country and Ski Utah wear many hats and one of them is lobbying. John questioned Carl if he would chime in on helmet laws. Carl shared his Board is very clear that they are a marketing organization. They defer to the resorts and their industry associations to get involved with issues like that and then stay as low profile as possible.

7.0 REVIEW OF CURRENT CONDITIONS CAMPAIGN – ANDY CHAPMAN

- 7.1 Andy reported on the current condition of our winter season is not optimal. Although Mother Nature has been holding back, resorts have done a terrific job adding to the snowpack and opening new terrain as cold temperatures and snowmaking conditions allow. There certainly is a good product to be experienced at the resorts. However, the perception in our core drive market is one of lack of snow and no skiing opportunity. Staff recommended the board approve the use of \$42,000 of marketing reserve funds to implement a 4 week campaign focused on current conditions as well impending storm opportunity targeted at the Bay Area/Northern California market. This package includes a digital outdoor buy as well as a radio schedule. Andy shared the details of the Digital Out of Home Billboards and Radio campaign. He also worked closely with the resort partners to capture current images and condition status that will be in both applications. Andy reported we are ready to switch the message up with the snow in the forecast utilizing fresh photography.

8.0 PRESENTATION OF 2014 COMMUNITY GRANT AWARDS – JUDY LAVERTY-CAPACH

- 8.1 Judy shared the 2013/14 Special Event Grand Funding Recommendation made to our Board. On November 15, 2013 the Grant Task Force convened to review and interview 17 grant applicants. A total of \$51,776 is available for funding and a total of \$57,500 was applied for. A total amount of \$42,500 has been recommended for funding in this round, leaving a balance of \$9,376 for round two in the spring of 2014.

Andy reported the grant funding process and responsibility will be shifted back to the Business Association and Chamber Collaborative this year.

Judy shared some of the events that were funded:

- Tahoe Mountain Sports Pro/Am Disc Golf Tournament
- The Great Ski Race
- Lake Tahoe Dance Festival

Judy shared why some of the events like the Lake Tahoe Dance Festival and The Great Ski Race were funded more than they asked for. The taskforce took a look at the overall budget and the impact that these events had and felt if they could give them a little more money it would help push their message out a little farther and broader.

9.0 USA CYCLING 2015 & 2016 AMATEUR AND PARA CYCLING NATIONAL CHAMPIONSHIPS UPDATE – ANDY CHAPMAN/JUDY LAVERTY-CAPACH

- 9.1 North Lake Tahoe has been selected to host USA Cycling's Amateur and Para-Cycling Road National Championships in June 2015 and 2016. The prestigious five-day event is made up of multiple races, including an individual time trial, tandem time trial, a criterium, and road races.

The national championships draw more than 1,000 participants, and thousands of spectators, family members and friends. USA Cycling is the national governing body for cycling in the U.S. and represents more than 2,500 clubs and teams and 70,800 members. The organization hosts a series of road, track, cyclo-cross, mountain bike and BMX national championships across the nation.

Andy reviewed the different multiple race courses with the committee members and shared there will be limited closures for this national championship except the time trail course has to be a complete closed course. Not all the courses have been finalized yet. Judy shared this will probably lead to North Lake Tahoe hosting other cycling events. Julie questioned the event history and where the participants come from. Andy shared the last 2 years it went to Madison, Wisconsin and prior to that it was held in Bend, Oregon. Jason shared the participants come from all over but the heaviest membership is out of California.

Valli made a comment about a recent article she read that High School Mountain Biking is one of the fastest growing sports. She shared last year the nationals were held in Marin and it might be an idea to look at some of those events. Andy shared that Mountain Biking, Cross Country and cyclo-cross is definitely on the radar and as they develop a good relationship with USA Cycling they hope to bring some of their Mountain Bike races to our area in the future.

10.0 IRONMAN LAKE TAHOE PROPOSED COURSE AND PROGRAM CHANGES – ANDY CHAPMAN

- 10.1 Andy gave a quick update on Ironman. He stated there is talk about taking out the Martis loop for the bike course and possibly bringing it in the Village at Northstar instead. This has not been finalized but it's being worked on. Andy also reported there may be possibly changes on the run course and to bring it further in to Tahoe City near Boatworks Mall. This would allow for some of the restaurants to have viewing parties.

Andy reported on changes to the finish area and also about taking the registration tent/expo out of the parking lot and centralizing it more by the K2 sundeck and grassy area. He also shared there will be no banquet tent. Instead there will be a restaurant program created so the athletes will receive a \$25 restaurant voucher that will be valid for Thu, Friday and Saturday. The athlete meeting will still take place but at an earlier time.

11.0 DEPARTMENTAL REPORTS

11.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

Action to Andy: Julie questioned if Andy could get more details on how the Pandora segment of the campaign is doing from School of Thought.

11.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet. He shared the first annual Elevate Tahoe has been pushed off until next year due to not having a lot of snow. Jason shared the MPINCC tradeshow takes place in San Francisco next month. He also shared Elevate is a CalSAE event and next year it's being held at the Resort at Squaw Creek. He shared we are hosting it along with Resort at Squaw Creek and there will be pre and post FAM opportunities.

11.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet. Jeremy is out with media and FAM right now.

11.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. Judy and Andy did a site tour with the co-producer of Snowglobe. He is looking at bringing a Winter Bluegrass Festival to Tahoe for 2015. Judy shared the dates are not set but looking at end of the ski season. She also shared Carve Tahoe is happening in the village in Northstar this weekend. She shared the Abbi Agency along with Visit California is focusing on Valentine's Day packages for Cool Deals.

11.5 **Web** – This report is located in the departmental section of the Marketing packet. She is working on summer. Get events on the summer calendar. Shelly has requested that summer events be input in the calendar.

11.6 **Social** – This report is located in the departmental section of the Marketing packet. Liz shared she is working on many press releases at the moment. This includes a very fun "How to Apres" press release. Heather recommended that we pull the trigger more often on all the other activities we have to offer beside skiing. She also shared it wouldn't hurt to reach out to our local community to educate them on how facebook comment or other social media can really have a negative impact on the livelihood on many local businesses.

12.0 COMMITTEE MEMBER COMMENT

12.1 Becky commented on how much she and her staff appreciated the one sheet that the Visitors Center put out on activities for Christmas/New Years. John shared his old roommate is in the loop with the Winter Bluegrass Festival and offered his help if they need assistance.

13.0 STANDING REPORTS

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

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

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 3:50 pm.

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