



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

**MARKETING COMMITTEE MEETING MINUTES
North Tahoe Event Center
Tuesday, January 30, 2017 – 2 pm**

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Todd Jackson, Christine Horvath, Brett Williams, Eric Brandt, Judith Kline, Melissa Panico, Daniel Dorr,

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

OTHERS IN ATTENDANCE: Alexis Kahn, Lindsay Moore, Ty Whittaker, Shelly Fallon,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:10 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Jackson/Brandt) (7/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 28TH, 2017

M/S/C (Brandt/Jackson) (7/0) to approve the meeting minutes from November 28th, 2017.

5.0 INTRODUCTION OF NEW COMMITTEE MEMBERS

- Cindy welcomed everyone to the workshop and shared that we had an astounding number of qualified applicants this year, and it was a tough decision for the NLTRA Executive Committee and the Board of Directors to choose 3 new members.
- Cindy introduced Daniel Dorr, Director of Marketing at Northstar to everyone.
- Cindy introduced Melissa Panico, Director of Marketing with Taste Catering in San Francisco and also works for Oliver Real Estate.
- Brett shared the reason for changing the name from Marketing to Tourism Development Committee. Most community members associated marketing more with advertising so to better encompass everything the committee does, the Tourism Development Committee is a better term.

6.0 WELCOME TO OUR NEW TOURISM DIRECTOR, DAPHNE LANGE

- Daphne shared her background, she spent the last 6 years with Visit California and prior to that she was with Northstar.

7.0 ELECTION OF CHAIR/VICE CHAIR – ANDY CHAPMAN

- Each year we look at bringing in a new Chair and Vice Chair. It's open for anyone that is interested.
- Brett shared he is willing to continue if nobody else wants take over and Christine was also willing continue as Vice Chair.

M/S/C (Brandt/Dorr) (7/0) to elect Brett Williams as Chair and Christine Horvath as Vice Chair for 2018.

8.0 ELECTION OF MARKTING COOP SEAT REPRESENTATION FROM NLTRA - ANDY

- Andy gave a quick background on the make-up of the Marketing Coop Committee and the two funding partners; NLTRA and the Incline Village Crystal Bay Visitors Bureau.
- Brett stated the Marketing Coop Committee spend a little more time and money on the destination piece and the meetings are held quarterly.
- Andy shared the current members from NLTRA are: Cindy, Brett and Christine and we are looking to replace Carlyne from Northstar.
- Daniel Dorr welcomed the opportunity to sit on the Marketing Coop Committee.

M/S/C (Jackson/Brandt) to appoint Cindy Gustafson, Brett Williams, Christine Horvath and Daniel Dorr to the Marketing Cooperative seats.

9.0 EVENT CONTRACTS - AMBER

- Amber presented the 2020 Mountain Travel Symposium (MTS) Contract. Additionally there is a subcontract between the regional partners called the North Tahoe Partners Group Agreement.
- MTS is the largest running annual gathering of mountain travel professionals in the world with over 1,100 attendees including representatives from 35+ counties.
- NLTRA worked in conjunction with Squaw Valley Alpine Meadows, The Resort at Squaw Creek and the Squaw Valley Lodge to submit and bid to be the host location for the 2020 Mountain Travel Symposium. The last time the event was held in North Lake Tahoe was March 2012.
- Amber shared the Fiscal impact. NLTRA would cover 50% of operating costs required by the Master Housing Agreement. Staff estimates those costs to be approximately \$66,500 and anticipates \$5,000 to hit in the 2018/19 Fiscal Year and \$61,500 to hit in the 2019/20 Fiscal Year. Staff will do everything in their power to bring these costs down through sponsorship opportunities and trade opportunities.
- Amber shared some of the benefits to the region.

Comments:

- Brett questioned sponsorship opportunities and if the cost would come off NLTRA portion of the contribution or everyone contribution. Ambers shared it would be come off everyone contribution as they are shared.
- Eric questioned how it is billed and Amber clarified.

M/S/C (Kline/Brandt) (7/0) to approve the 2020 Mountain Symposium Contract.

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 – Jason Neary
- Leisure Sales – Sarah Winters
- 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

- Eric welcomed the new committee members and a quick introduction of all committee members were done.
- Nicole Reitter was also introduced as a new committee member.
- Brett brought up the event strategy that needs that will be discussed and shared it was tabled until the February meeting but recommended everyone to think about priorities of events.

Action to Amber: Send out an e-mail to committee members before next meeting regarding event strategy.

13.0 ADJOURNMENT

Meeting adjourned at 2.40 PM into the Workshop portion of the meeting.

Submitted By:

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