



north lake tahoe

Chamber | CVB | Resort Association

## TOURISM DEVELOPMENT MEETING

Date: Tuesday, January 29, 2019

Time: 3 pm – 4 pm

Location: Granlibakken Resort  
725 Granlibakken Rd., Tahoe City, CA

### NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

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**Committee Members:**      **Chair: Brett Williams**, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine  
**Eric Brandt**, Destination Media Solutions | **Terra Calegari**, Resort at Squaw Creek  
**Kelly Campbell**, Vail Resorts | **Todd Jackson**, Big Blue Adventure | **Judith Kline**, Tahoe Luxury Properties  
**Becky Moore**, Squaw Valley Lodge | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging  
NLTRA Board Member: **Lynn Gibson**, Keoki Gallery  
Advisory Board Member: **Erin Casey**, Placer County

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### AGENDA

TO CALL IN: (605) 475-4842    Access code: 120318

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from November 27, 2018**
5. Tourism Committee seeking new members – Daphne
6. 6-month Performance Report Review – Daphne/Cindy
7. Discussion about FY 19/20 Event Presentation at March meeting - Amber
8. Departmental Verbal Reports
  - CEO Update – C. Gustafson
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Events & Marketing – A. Burke
  - Website Content – S. Fallon
  - Public Relations – The Abbi Agency
  - Advertising – Augustine Agency
9. Standing Reports
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report

**10. Committee Member Comments**

**11. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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## TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, November 27, 2018– 2 pm

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Judith Kline, Brett Williams, Terra Calegari, Becky Moore, Kimberley Kilburn, Melissa Panico, Nicole Reitter (called-in), Christine Horvath (2:09pm)

**RESORT ASSOCIATION STAFF:** Liz Bowling, Amber Burke, Cindy Gustafson, Sarah Winters, Greg Howey, Daphne Lange, Anna Atwood

**OTHERS IN ATTENDANCE:** Alexis Kahn, Gerald Viray, Allegra Demerjian, Jaime Olson (called-in), Jody Poe, Steve Lamb, Erin Casey,

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

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

The Tourism Development Committee meeting was called to order at 2:05 pm and a quorum was established.

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

No public forum

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

**M/S/C (Moore/Calegari) (7/0) to accept the agenda as presented.**

##### **4.0 APPROVAL OF TOURISM DEVELOPMENT MEETING MINUTES FROM OCTOBER 23, 2018**

**M/S/C (Moore/Calegari) (7/0) to approve the October 23, 2018 meeting minutes.**

##### **5.0 WINTER CREATIVE PREVIEW**

Daphne shared the Augustine team has been hard at work coming up with some great ideas for the new winter creative. The new creative still has the human nature element but it focuses more on the extended non-ski and snow and more of the lifestyle message.

##### Objectives:

- Attract and engage leisure audiences during the winter season.
- Increase overnight stays by positioning North Lake Tahoe as the preferred winter destination.
- Increase awareness of winter activities in North Lake Tahoe.
- Continue to grow and engage destination awareness, loyalty and conversation.

##### Insights & Trends:

- Travelers seek vacations that create a deeper, emotional connection.

- Travelers want to immerse themselves in local culture and experience destinations that feel unique and authentic.
- Millennials value exclusive experiences and older audiences have caught this wave. Travel decisions are more mindset driven rather than dictated by age.
- Travelers are seeking opportunities to experience a destination's local culture and want to feel at home.

Gerald shared the 4 pillars being: 1) The Differentiator (Lake + Resorts + Towns), 2) The Adventure (Seek the unique winter spirit. Off and on mountain) 3) The Undiscovered (Venturing out, fills within) 4) The Events (WinterWonderGrass, holidays, featured events) Alexis shared the tactics include: Landing Page, Digital Ads, Paid Social, Retargeting Ads, Digital Outdoor, Print.

Alexis presented 2 concepts; "Up Here, It's Human Nature" and "Winter that Wows, It's Human Nature". Ultimately the team leaned more towards the Winter Wow concept. It's flexible to enough to work in all snow conditions and fits well with Catch the Winter Wave from the Visit California campaign. It is also great for social media use. Alexis and Gerald showed examples of digital ads and video, retargeting ads, landing page and picture of some of the activities.

Alexis stated that the approach this year is providing more digital, more custom messaging. Augustine are hoping that resonates with our audience better, then what was used in the past.

Alexis reviewed the billboard image and stated this is a work in progress. The creative can be switched out on a 48-hour notice. This gives us the flexibility if it snows or during "snow light" to change our messaging.

Gerald went through some of the new picture and video assets that was just acquired.

#### Comments:

- Christine asked about the rationale behind the "12 Towns, 15 Ski Resorts" and that messaging? Alexis stated the differentiator for North Lake Tahoe compared to other ski destinations are our 12 unique towns, all has their own personalities so by getting them to stay longer to explore all the different options.
- There was discussion on the 12 Towns and its message. Consumers are looking to escape the city and one of our dis-advantage is that we are spread out. Some committee members recommended just saying "Our Towns".
- Kim cautioned to use the word "luxury". Did Augustine do a paid test? Alexis stated they don't have a lot of assets that they can use. Kimberley will share some assets with Augustine.
- Sarah recommended that August double check the number of Alpine Ski Resorts and Cross-Country Ski areas to make sure they are correct.
- Becky recommended to include some pictures of snowshoeing as far as activities.
- Judith questioned if the gaming picture is something we have emphasized on in the past, or is it new? Daphne stated that it is new, and it's something that was requested from our partners.

**Action to staff (Anna): Share the presentation from Augustine with the committee members.**

## 6.0 TAHOE TREASURES CAMPAIGN

Daphne reviewed the Tahoe Treasures Campaign that launched in October.

The following were launched:

- Treasure #1: Best Panoramic Views (Oct 12 launch)
- Treasure #2: Tahoe Rum Trail (Oct 20 launch)
- Treasure #3: Historic Hideaways (Nov. 2 launch)
- Treasure #4: High-Flying Adventures (Nov 12 launch)

As the treasures was launched, content was created and leveraged on a number of channels: full length video on Facebook, Instagram and YouTube, Shortened video on Twitter, Instagram Stories, Campaign Landing Page, Digital Guides and PDF's, Newsletter, Ongoing Social Features and Influencer Tie-in.

As part of the Fall Influencer FAM, activated influencers experienced different Treasures as part of their trip, and promoted on their channels through: Instagram Stories, Social Posts and Blog Itinerary Features.



Performance update: on track per previous content campaigns and will expand in spring with boosting budget. Outpacing the luminaries' campaign on engagement rate and it already has 72K video views, higher number of video completion than previous content campaigns.

Performance Highlights: Best Performing by Organic Engagement: Historic Hideaways, Comments are overwhelmingly positive and have high numbers of tagged friends. Each Treasure launch has increased followers and engagements for North Lake Tahoe.

Comments:

- For the WinterWow, Cultural and Historical should be one of the picture tiles.

**7.0 BOARD UPDATE - CINDY**

Cindy thanked everyone that came to the Smari research joint board meeting last month. The board found great value in the research and it was also the first time in a very long time that the NLTRA's board meeting joined the IVCBVB board.

**8.0 ACTION ITEM**

**1. 2019 LAKE TAHOE SUMMIT CLASSIC SPONSORSHIP \$5,000**

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since its inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and it's becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year after year to attend this event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO.

Staff allocated a \$5,000 cash sponsorship in the 2018.19 Special Event Budget. The contract also includes a \$5 rebate pm all rooms booked to the event which has come in between \$670 and \$1,050 the last two years.

Amber stated this year there was a conflict with High School graduation and the number of fields available. This year it will not be a conflict. The dates are June 21 – 23, 2019.

Comments:

- Brett questioned the field percentage split between North Lake Tahoe and Truckee. Amber shared there are more fields in Truckee and she doesn't know the split.
- Has Truckee participated in a cash sponsorship? Amber stated she doesn't know about this year, but they have sponsored \$5,000 in the past.
- Have they event producers done a post event survey? Amber shared they have done some but a lot of times it's the coaches registering, and the coaches sometimes hasn't gotten the lodging information.

**M/S/C (Horvath/Moore) (8/0) to approve the 2019 Lake Tahoe Summit Classis Sponsorship with the request that the event producer get more information out of the post event survey in regard to lodging.**

**9.0 DEPARTMENTAL REPORTS –(All Standing Reports and Departmental reports can be found at: [http://www.nltra.org/meetings/meeting\\_minutes.php?committeeID=1](http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1) )**

- Conference Sales
- Leisure Sales -
- Events & Marketing -
- Website Content
- Public Relations
- Advertising

**10.0 STANDING REPORTS**

- Destimetrics August Report
- Conference Activity Report
- Lodging Referral Report

**11.0 COMMITTEE MEMBER COMMENTS**

Christine questioned if the Smari Presentation will be revised? Daphne will share the revised report with the committee members.

**12.0 ADJOURNMENT**

The meeting adjourned at 3:20 pm.

Submitted By:

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