



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, July 24, 2012 – 1 pm

### North Tahoe Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brett Williams, David Ratchford, Heather Allison, Ron Parson, Deb Darby, Alex Mourelatos, Julie Maurer (2pm)

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

**OTHERS IN ATTENDANCE:** Maida Marar, Tom Geary, Nicholas Wootten, Joe Newfield, Shelley Fallon, Pettit Gilwee and Brad Wilson

#### I. MEETING OF THE MARKETING COMMITTEE

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

1.1 The Marketing Committee meeting was called to order at 1:10 pm by sit-in Chair Brett Williams. A quorum was established at 2pm when Julie Maurer arrived.

##### 2.0 PUBLIC FORUM

2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 It was necessary to move item *E* and *F* prior to approving item *C* and *D* due to not having a quorum before Julie Maurer arrived.

**3.2 M/S/C (Ratchford/Mourelatos) (7/0) to approve the agenda with the above changes.**

##### 4.0 AGENCY INTRODUCTION, OVERVIEW & NEXT STEPS – ANDY CHAPMAN/SCHOOL OF THOUGHT

4.1 Andy introduced the organization's new agency team: School of Thought. All the Committee members did a quick introduction along with other staff in attendance. School of Thought shared that they are a full service; creative and media company out of San Francisco. They agency has worked in tourism and with other Tahoe agencies before. School of Thought did a very successful campaign for the Hawaii Visitors and Convention Bureau. They shared some recommendations moving forward:

- Need harder working Media, Social and Creative
- Build deeper relationships
- Push other areas, including Southern California
- Get more conferences
- Build momentum with social
- Improve conversions (site)
- The brand should equal Tahoe

School of Thought showed the Committee a video survey they completed and what they learned:

- |                                         |                           |
|-----------------------------------------|---------------------------|
| ➤ People think they don't have time     | <b>Make time</b>          |
| ➤ Bay Area takes Tahoe for granted      | <b>Remind them</b>        |
| ➤ Not top of mind – especially in SoCal | <b>Be Bold</b>            |
| ➤ Nobody goes alone                     | <b>Socialize the idea</b> |

The agency also showed some creative ads where they incorporated the “n” logo into the message. The Committee was enthusiastic and excited about the new ideas and welcomed School of Thought as the organizations new agency.

A Committee member questioned the agency if it would be challenging to work within our budgeted numbers. The agency responded they have a great Creative Department including Nick who will do their very best to figure out the most effective and efficient way to make it go as far as they can. Nick also stated he will use a lot of his already established relationships.

Another Committee Member noted up its important for this group to set goals and objectives to measure benchmarks for effectiveness. The agency is a “tool” to help the Committee reach their goals.

Andy noted that he is currently working with School of Thought and the Marketing Coop Committee and he hopes to have a contract to the Board of Directors in September.

## **5.0 DISCUSSION ON SUMMER TRANSITION PROCESS – ANDY CHAPMAN/SCHOOL OF THOUGHT**

5.1 Andy noted that Conference and Wedding searches are already transitioned over to the new agency. He shared Smith & Jones is still hosting the organization’s website and it will expire in 6 months. He stated there is a plan in place and Smith & Jones/EXL Media will execute that. Andy also shared he is still working on the Marketing Cooperative budget and the 6 month report due in October to Placer County will be a blend of the two agencies.

Nick with School of Thought shared the agency has met one on one with our partners Pettit Gilwee and RKPR to discuss how they can work together.

## **6.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JUNE 26, 2012**

6.1 **M/S/C (Maurer/Darby) (7/0) to approve the Marketing Committee meeting minutes from June 26, 2012 as presented.**

## **7.0 REVIEW OF NLT MARKETING COOPERATIVE FY 2012/13 DRAFT BUDGET – ANDY CHAPMAN**

7.1 Andy reviewed the North Lake Tahoe Marketing Co-op FY 2012/13 draft budget with the Committee. He stated the organization does not have the same amount of carry-over available this year. Andy shared the organization is still in negotiations with Placer County on the overall budget. He also pointed out VisitingLakeTahoe.com was moved out of consumer budget and into the committed Coop budget as it will still be handled by Smith & Jones/EXL Media.

7.2 **M/S/C (Ratchford/Darby) (7/0) to approve the draft NLT Marketing Cooperative budget.**

## **8.0 REVIEW AND DISCUSSION ON NORTH LAKE TAHOE WEDDING MARKETING**

8.1 Andy shared it was requested to bring up the discussion of weddings to this Committee. What are some of the expectations from this Committee and what more can be done are some of the questions to look at. Does this Committee want to create a Wedding Subcommittee group or Wedding Task Force?

Andy also shared the Wedding Media Plan that is currently in place with Smith & Jones and gave a little background on the old “Wedding Association.” Our organization along with Incline Village CBVB both helped support the Wedding Association’s marketing efforts. Over years their membership numbers dropped and their group and Board decided to dissolve a couple of years ago. Andy shared the Wedding Association had no sales focus efforts or lead generation.

Here are some of the Committee member's suggestions:

- If a Wedding Task Force is created it's important that there is equal focus on mountain side lodging and not just lakeside properties.
- Focus on direct sales efforts.
- A Committee member recommended that we "reincarnate" the old Wedding Association as a task force for the Marketing Committee that recommends how to invest wedding media plan using School of Thought.
- Have Conference Sales Staff meet with key wedding planners in the Bay Area when they do their sales trips.
- Do not utilize Conference Sales Dept. as they need to focus efforts on more lucrative groups.
- Create a video for website on "Why have your wedding in Tahoe" and showcase the different lodging/venue opportunities.

Here are some of School of Thought's ideas on a North Lake Tahoe 2012-2013 Wedding Campaign:

- Increase qualified traffic to <http://www.gotahoenorth.com/weddings>
- Convert more interested parties
- Become more accountable: Track our efforts on 1)Website traffic 2) Conversion pixels and 3) Increase Pinterest followers and repins
- Strengthen Pinterest page into a NLT weddings hub
- Improve <http://www.gotahoenorth.com/weddings> user experience.

The current media approach of 2 x ½ page print insertions with The Knot was suggested to be reallocated to search.

Andy questioned the Committee members if they would be willing to participate or have other staff help create a Wedding Task Force. Several Committee members said they couldn't help but would have staff with experience that could participate.

**8.2 M/S/C (Parson/Allison) (7/0) to authorize staff to work with the ad agency to allocate wedding funds as they deem appropriate.**

**Action to staff (Andy): Follow up with properties and who they would like to serve on the Wedding Task Force Group.**

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

**9.1 Advertising and Web – no report this month due to transition period with new ad agency.**

**9.2 Conference Sales –** Greg shared that Jason is out with Grayshack Film Productions on a site tour today. He also noted the Conference Sales Department is working closely with the Hyland Group, which they have received several leads from.

**9.3 Leisure Sales –** Jeremy shared his departmental report.

**9.4 Special Projects –** Judy shared her report located in the Departmental Reports section of the Marketing packet. She also gave her latest update on Autumn Food & Wine.

**Action to staff (Judy/Andy): Talk to Ta-Hoe Nalu about moving their event one week later in August; preferred dates 3<sup>rd</sup> Saturday in August.**

**9.5 Web –** Shelly shared her report located in the Departmental Reports section of the Marketing packet.

**9.6 Public Relations –** Pettit shared her report located in the Departmental Reports section of the Marketing packet.

## **10.0 COMMITTEE COMMENTS**

- 10.1 Ron noted the Women's Wellness Weekend is coming up at Granlibakken on November 10 & 11. This event now replaces what Tahoe Forest Hospital used to do. He also noted the new Treetop Adventure Park and Ropes Course at Granlibakken is now open to the public.

## **11.0 STANDING REPORTS**

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

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

## **12.0 ADJOURNMENT**

- 12.1 The Marketing Committee meeting adjourned at 3:20pm.

Submitted By:

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