



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday July 29, 2014 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

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

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – May 27th 2014 (3 min)
- E. Resignation of Heather Allison from Committee – Andy Chapman (3 min)
- F. Appointment of new Marketing Committee Chair – Andy Chapman (5 min)
- G. Presentation on Placer Lake Tahoe Film Office Efforts – Beverly Lewis (20 min)
- H. Presentation on Summer Creative – Bay Area and Southern California – Andy Chapman (20 min)
- I. Update on 2014 Master Plan Revision project – Sandy Evans Hall (20 min)
- J. Update on 2014/15 Nordic Promotional Effort – Jeremy Jacobsen (15 min)
- K. Approval of 2014/15 NLT Marketing Cooperative Budget – Andy Chapman (15 min)

Marketing Committee Members

NLTRA Board:

Brendan Madigan,
Primary
Valli Murmane Alt.

Committee

Members:

(Chair – tbd)
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee
Members with 1
Board Member

- L. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

- M. Committee Member Comments (*5 minutes*)

- N. Standing Reports (posted on www.nltra.org)
 - June MTRiP Report
 - June Web/GeoTracking Report
 - June Lodging Referral Report
 - May Reno Tahoe International Airport Report
 - June Conference Sales Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, May 27, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: John Monson, Valli Murnane, Neil Sogard and Heather Allison

RESORT ASSOCIATION STAFF: Ginger Karl, Andy Chapman, Judy Laverty, Jeremy Jacobson, Sandy Evans Hall and Anna Atwood

OTHERS IN ATTENDANCE: Lynne MacKenzie, Tom MacKenzie, Amber Burke, Kayla Anderson, Shelley Fallon, Liz Bowling, Joy Doyle, Nick Wootten and Tom Geary

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:09 pm by Chair Heather Allison and a quorum was not established as we were several committee members short of a quorum.

2.0 PUBLIC FORUM

- 2.1 Andy welcomed the representatives from the BACC (Business Association and Chamber Collaborative) Committee. He asked them to join today for the summer media planning process.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Andy requested that we add item E-1, Review of the Summer Media Plan. The agenda was accepted through acclamation with the addition of item E-1.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 29, 2014

- 4.1 The approval of the minutes will be tabled until next month.

5.0 COMMITTEE MEMBER BRAD WILSON RESIGNATION AND COMMITTEE MEMBER APPOINTMENT PLAN – ANDY CHAPMAN

- 5.1 Andy reported that we are going out to recruit new members for this committee as Brad Wilson resigned from this committee and Julie Maurer left for another job opportunity. He hopes to have new candidates to present to the Board of Directors for their July meeting.

6.0 PRESENTATION ON DESTINATION MARKET MEDIA RECOMMENDATION – NICK WOOTTEN

- 6.1 Nick shared the Summer Media Plan as requested to the BACC representatives. He also pointed out that some of the slides are outdated based on the decisions made in the last meeting. Nick stated that the allocated budget will help sustain the Bay Area market where we already have presence while the incremental budget would be used for Destination Marketing in San Diego or Los Angeles. He shared the ROI in a new market where there is low awareness has a longer lead time. Nick informed of the different media options that they are focusing on with the Committee. The BACC group did not have any questions or comments on the presentation.

6.2 Nick reported that with the input from the last Marketing Committee meeting and the Marketing Coop meeting he was given direction to look at San Diego and Los Angeles for our Destination Marketing and also work on a 3 year Strategy plan. Originally there was talk about a few different markets but the Committee discussed it was important to prioritize what market we should tap into and also look at a long term investment. Nick shared the 3 Year Marketing Strategy:

- 2014 – Rebuild market presence with high reach media and audience education and remind them of what North Lake Tahoe has to offer
- 2015 – Generate earned media (the buzz) and drive conversion efficiency
- 2016 – Sustain, build..... ROI Growth

A San Diego vs. Los Angeles (LA County does not include Inland Empire or Orange County) comparison was shared:

San Diego:

Population: 3,338,348
Size: 324 Square Mile
Avg. HHI (Household Income): \$60,797
Average CPM Rate: \$31.95 (TV)

Los Angeles:

Population: 10,017,069
Size: 469 Square Mile
Avg. HHI (Household Income): \$46,168
Avg. CPM Rate: \$232.42 (TV)

Los Angeles: To reach 70% of LA County successfully a minimum budget of \$475,000 is required. To maximize efficiency, we can target: HHI (Household Income) \$100,000+ within 75 miles of LAX. Our budget reaches 5% of the total LA market adequately. Support television with paid social, targeted to the identical zip codes as television. Generate efficient impact & growth. 8 week campaign: 408x: 30 sec spots, 70% reach of 5 zones, 3.1x frequency = 520,000 impressions. 25,000 new followers – Interest based targeting.

San Diego: Affordable media market with high HHI and a large population. With current budget we can do: Full market television buy, multi-station radio buy and paid social. 8 week campaign: 498x: 30 sec spots, 41% Reach Full Market, 3.7x frequency = 1.9 million impressions. 3 radio spots (KHTS, KMYI and KGB) 336x: 30 sec spots, 59% Reach 3.3x frequency = 2.2 million impressions.

Based on the comparison and the size of our budget School of Thought recommended San Diego. It's an affordable media market and they have two strong Southwest flights to Reno daily. Tom shared the importance of storytelling and making people care. He also shared they would like to keep the same Billboards but just swap out the message. He gave some examples of different messages in the Bay and shared some of his approaches for the creative:

- 1) (Humor, sort of Fog City cousin) Message: "Oceans are good. But a Lake (well, this Lake) is better. **Crowded beaches:** "Imagine 100 mile of coastline. Most of them empty. That's what summer's like in North Lake Tahoe. So come make it a real summer. No reservation required. Real Summer, real close. North Lake Tahoe." **Docks:** Guy runs toward the water. Gets hit by a wave. Falls in a hole. Flips. This dissolve to a gracious shot of the lake. Message: "Docks. Another reason to make it a real summer. Real summer, real close. North Lake Tahoe."
- 2) (Heartfelt) This Lake is better. **Dock/No Dock:** "Oceans are fine. But there's something to be said for getting a head of steam. Defying gravity. And forgetting your age. Docks. Another reason to make it a real summer. Real Summer, real close. North Lake Tahoe." Other heartfelt ideas could include paddle board, crowds, parking and rope swing.
- 3) Know What You're Missing? **Starry Night:** Kid and dad are in a backyard in LA, at dusk. You can't see anything overhead. The kid is messing around on an app, while the dad BBQ. Kid: And this is "Cassiopeia. And this is the Big Dipper, and this one here is the North Pole. Right? Dad looks over, and sort of gets that this is weak. Cut to: Beauty shot of the night sky. Dad : (confidently) And waaaaay over from the North Pole, there is Andromeda. This summer, you can do better than an App. Real summer. Real close. North Lake Tahoe. **Rock Star:** Kid and Mom are at a park. There's an anemic rock wall. That goes about 7' up in the air. The rock handholds are loose, break off, etc. The kid makes it to the top of the wall. He looks bored. Kid: Mom! Look at me, Mom. I'm a rock climber. He looks bored. Mom looks over, and smiles she isn't satisfied. Cut to: The family rappelling down near Rainbow Bridge, in slow motion. Kid:

This is awesome. This year, make it a real summer. Real Summer, Real Close. North Lake Tahoe.

6.4 Committee member comments and feedback on the 3 different approaches:

- Work beyond the lake into the forest. Show the total summer package. A lot of people move there for the beach. Our pitch in San Diego is not as strong as it is to the people that live in the fog. (Bay Area)
- Committee members resonated more with approach #2 and #3 – more heartfelt, more of an emotional connection (The kid on the rock wall and the starry night)
- Be a little careful with saying beaches in Tahoe are not crowded
- Look at flight pattern and maybe develop more of an itinerary mind set with all of the activities being very close proximity
- Tom shared the idea of a Road trip App – to create insider's guide to “secret” spots, great restaurants, clean bathrooms, etc.
- Be careful with crowd message (approach #1) not to rip on San Diego's pride with beaches and surf
- Having a blend and balance of all the things we offer beside just the water message
- Interactive shopping cart – giving people the chose to plan their vacation
- The view from above – a play on your favorite view.

7.0 REVIEW AND POSSIBLE RECOMMENDATION FOR APPROVAL OF FY 2014/15 MARKETING AND CONFERENCE BUDGETS – ANDY CHAPMAN

7.1 Andy shared the Marketing and Conference budgets sheets that is being recommended for Board Approval at the end of June is the baseline budget + \$500,000. This budget does include the \$125,000 allocation for Destination Marketing. He also shared the bigger increase for Special Events and Sponsorships and this is due to the fact that we now know what Ironman cost. This also includes the USSA Cycling event cost. Andy shared the budget is still being finalized and have not been brought to the Finance Committee yet. The Committee member had no questions regarding the budget.

8.0 REVIEW AND INPUT ON DRAFT NLT MARKETING COOPERATIVE 2014/15 BUDGET – ANDY CHAPMAN

8.1 Andy informed of the recent revision of the NLT Marketing Coop Budget. The contribution from Incline Village went up due to the Vacation Rental Ordinance. He shared this is just the first look at the budget and it will come back to the committee again. The committee members had no input or comments regarding the Marketing Coop budget.

9.0 REVIEW OF OCTOBER TO MARCH 6 MONTH PERFORMANCE REVIEW REPORT – ANDY CHAPMAN

9.1 Andy shared the 6 month Performance Review document that NLTRA put together for the county. This report is available on the nltra.org website. This did go to the Placer County Board of Supervisors and to NLTRA Board of Directors and recaps the Marketing Departments works from Oct'13 to Mar '14.

10.0 RECOMMENDATION TO CANCEL JUNE 2014 MARKETING COMMITTEE MEETING – ANDY CHAPMAN

10.1 Andy shared he is out of town in June and recommended that we cancel the June Marketing Committee meeting. Heather shared is also out of town. The committee members agreed to cancel the June Committee meeting.

11.0 DEPARTMENTAL REPORTS

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

11.2 Conference Sales – Jason and Greg are out of town attending tradeshow. Their report is located in the departmental section of the Marketing packet.

- 11.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 11.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 11.5 **Web** – Her report is located in the departmental section of the Marketing packet. Shelley shared she is busy with posting, updating and changing events.
- 11.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

12.0 COMMITTEE MEMBER COMMENTS

- 10.1 Andy touched on some of the MTRiP numbers.

13.0 STANDING REPORTS

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

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

14.0 ADJOURNMENT

- 14.1 The Marketing Committee meeting adjourned at 3.25 pm.

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



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NORDIC DISCUSSION MEETING

Friday, July 11, 2014 – 3 pm

Tahoe City PUD

COMMITTEE MEMBERS IN ATTENDANCE: Lynn MacKenzie (Resort at Squaw Creek), Ron Parson (Granlibakken), JoJo Toepfner (Royal Gorge), Russell Hamby (Paco's Bike and Ski), Ben Grasseschi (Alpenglow Sports), David Polivy (Tahoe Mountain Sports), Dan Hill (Fisher rep), Kevin Murnane (Tahoe XC), Roger Chaney (Rossignol/Toku), Kelly McElravey (Far West), Mark Nadell (MacBeth Graphics/Far West), Bill Clark (ASC Training Center), Gretchen Sproehle (Tahoe Donner XC), Peter Werbel (Tahoe Donner XC), John Clausen (Indep. Rep), Amber Burke (Northstar) and Paul Arthur

RESORT ASSOCIATION STAFF: Andy Chapman, Ron Treabess, Jeremy Jacobson and Anna Atwood

1.0 MINUTES REVIEW

No amendments were made to the minutes.

2.0 TRAIL INFORMATION – RON TREABESS

Ron shared his job with NLTRA is putting together projects & partnerships for getting visitors enhancing facilities on the ground. One of the projects he has been asked to work on is Backcountry, Nordic and Bicycle signage, trail-head development and bike racks. He shared there will be a meeting taking place soon and Ron encouraged everyone to attend.

Comments: Expansion of the trail-head maps is one of the biggest opportunities for this area to be competitive with other areas like Moab and Sun Valley.

3.0 GOTAHOENORTH.COM UPDATE (ENRICH THE STORY, PHOTOS, VIDEOS, MAPS & EVENTS)

Jeremy needs stories from local historians and local athletes to enrich the Nordic product. He also asked the Nordic Cross Country Areas to update their profile on our website with photos, videos and events.

Action staff (Jeremy): Send out instruction on how to add events on the GoTahoeNorth website
Action to staff of Cross Country Ski Areas: GoTahoeNorth.com website (Winter Tab) Update information with more photos, video links and content. Add winter events.

Comments: Do a schedule on the GoTahoeNorth website for activity promotions. Tie this in with interviews/videos to get pushed out through Social media. For example; Monday is Nordic day, Tuesday is Alpine, etc. Andy shared that we could identify themes and push out message from all our databases specially leading up to the Nordic weeks.

4.0 MARKETING

4.1 NORDIC WEEK SERIES

3 weeks were identified as Nordic weeks (dates need to be clarified): 1/9/15 – 1/18/15, 2/2/15 – 3/1/15 and 3/8/15 – 3/14/15.

Comments:

- Stowe, Vermont hosted Jr. Nationals last year and they created a “key” that gave you local discounts.
- Put up banners to Welcome Jr. Nationals through-out North Lake Tahoe and Truckee.
- Print a Nordic Calendar of Events to The Weekly. (This would be advertised supported)
- Utilizing The Great Ski Race as this event is the region’s biggest draw.
- Create a Festival Week Atmosphere
- Put the Calendar of Events on the Cross Country Map.

Action to staff (Jeremy): Identify and clarify dates for the 3 Nordic weeks

4.2 **INTERCHANGEABLE TICKET OR SEASON PASS AND/OR RECIPROCAL PROGRAMS**

Two different programs were discussed: Interchangeable ticket (advanced purchase) for out of market and a booklet/10 pack valid at the different resorts that can be purchased in-market. Andy shared he will need to take this back to our accounting department, as staff resources will need to be behind this and some profit is necessary to be built in to support it.

Comments:

- Keep the program simple
- 10-pack would be great as you we are “forcing” them to try all the different resorts
- Sell 10-pack or booklet at local retailer and lodging
- Voucher should be turned in monthly
- Tickets don’t have to be discounted
- Lodging Properties can package the cross country ticket

Action to staff (Jeremy/Andy): Discuss ticket process internally with accounting department. Reach out to Cross Country Ski Areas to discuss base ticket price.

4.3 **NEW USER GROUPS (LEARN TO SKI MONTH, HIGH ALTITUDE TRAINING CAMPS)**

Jeremy already shared some information on the Learn to Ski Month in January. He reiterated that he would like to better promote everyone efforts and that we can look at bounce back programs. He also suggested creating winter cross-training programs for “summer” athletes.

He asked if there is a need for summer training camps but some of the Far West representatives shared they already exists.

4.4 **WHAT’S NEW FOR WINTER 2014/15 PRESS RELEASE**

Every late summer/fall the organization works closely with Visit California and Nevada Commission on Tourism and their international offices. Please let Jeremy know if you have any press releases that you would like included.

4.5 **SOCIAL MEDIA/MEDIA VISITS**

Jeremy shared the Abbi Agency does our social media and it would be great to get some giveaway prizes for special promotions for fall and winter. He will be looking for support as he will be working with the PR agency on a media visits.

4.6 **CONSUMER SHOWS**

Jeremy touched on the current ski-shows that alpine ski resort partners attend; Snow Bomb and Ski Dazzle. Andy asked the group if there is any interest in consumer shows for a Nordic message. It was agreed if any shows would be worth it, the large Marathon expos has the biggest potential.

Comments:

- Nordic expo in January – incorporate into our first Nordic week
- Slogan to draw new people to the sport: “Dare to be different. Nordic Ski.”
- Can we be present at expos like Birkie?
- Ironman is already here – get the message out there
- SIA (SnowSports Industry America) has a detailed calendar of events if you are not utilizing that you should. (Reese Brown is the local outreach contact)
- There is opportunity with REI – Berkeley store is the most important store

Action to staff: Explore opportunities for Marathon Expos and do a booth at Ironman

5.0 NORDIC LAKE TAHOE NORDIC MAP

Jeremy shared this will be an ongoing discussion but what are some of the things we can do to improve it. As far as the Strava app that was discussed briefly at the last meeting, Strava currently doesn't have a "Nordic" category. There are other apps but they are more like "Map my Ride" but it would be great to have one for Nordic.

Comments:

- Are we looking at a yearly update on the reprint of the map?
- Should we use ad sales to subsidize reprint cost?
- Use advertising dollars and do a yearly print of the map with a calendar of events
- When we do a re-print of the map include each ski resort signature loop or "Do not miss our favorite trail". When you travel to new places you don't know the secret or local favorite loops/trails.

6.0 NORTH LAKE TAHOE NORDIC SUBCOMMITTEE DEVELOPMENT

Jeremy reported as we move forward we will need to create subcommittee to look at the map and the ticket component.

Action to staff (Jeremy): Create subcommittee to start working on map and a ticket component.

7.0 ADJOURNEMENT

7.1 The Nordic Committee meeting adjourned at 5.00 pm.

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



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DRAFT FY 2014/15 NORTH LAKE TAHOE MARKETING COOP BUDGET 7/9/14

Line Item/Description	Draft FY 2014/15	Final Projected FY 2013/14 Budget	Variance to FY 2013/14	FY 2013/14 % of Total Budget
Public Relations/Social Media				
Leisure Sales	\$ 95,000	\$ 69,000	\$ 26,000	4.92%
North Tahoe Conference Sales Media/Travel	\$ 65,000	\$ 65,000	-	4.63%
Website Content Manager	\$ 180,000	\$ 160,000	\$ 20,000	11.40%
	\$ 40,000	\$ 41,500	\$ (1,500)	2.96%
SUB-TOTAL	\$ 380,000	\$ 335,500	\$ 44,500	23.90%
Coop/Misc. Committed Programs				
Sierra Ski Marketing Council	\$ 80,000	\$ 68,000	\$ 12,000	4.84%
Regional Marketing Committee	\$ 50,000	\$ 50,000	-	3.56%
North Tahoe Wedding Promotion	\$ 12,000	\$ 30,000	\$ (18,000)	2.14%
Photography	\$ 6,000	\$ 6,600	\$ (600)	0.47%
MTRIP Research Project	\$ 18,000	\$ 18,000	-	1.28%
VisitingLakeTahoe.com coop	\$ 36,000	\$ 30,764	\$ 5,236	2.19%
Fulfillment	\$ 10,000	\$ 8,000	\$ 2,000	0.57%
Website Upgrade	\$ 35,000			
SUB-TOTAL	\$ 247,000	\$ 211,364	\$ 636	15.06%
Consumer Marketing				
Broadcast	\$ 78,239	\$ 78,239	\$ (78,239)	5.57%
Print	\$ 11,250	\$ 11,250	\$ (11,250)	0.80%
Out of Home (OOH)	\$ 125,900	\$ 125,900	\$ (125,900)	8.97%
Online/Interactive	\$ 171,000	\$ 171,000	\$ (171,000)	12.18%
Social/Mobile/SEM	\$ 97,000	\$ 97,000	\$ (97,000)	6.91%
Spring Placeholder	\$ 31,294	\$ 31,294		
Promotional Events	\$ 23,758	\$ 23,758	\$ (23,758)	1.69%
Media Commission	\$ 56,240	\$ 56,240	\$ (56,240)	4.01%
Production/Creative Execution/Agency Fees	\$ 260,000	\$ 260,000	-	18.52%
MEDIA TBD				
SUB-TOTAL	\$ 735,000	\$ 854,681	\$ (119,681)	58.65%
TOTAL	\$ 1,362,000	\$ 1,401,545	\$ (74,545)	
NLTRA Marketing Budget				
NLTRA Carryover to Marketing Coop (Round 1)	\$ 880,000	\$ 795,000	\$ 85,000	110.69%
IVCBVB Marketing Budget	\$ 472,000	\$ 361,781	\$ 110,219	130.47%
IVCBVB NCOT Grant	\$ 10,000			
Prior Year Net Assets	\$ 1,362,000	\$ (2,952)	\$ 2,952	97.02%
TOTAL	\$ 1,362,000	\$ 1,403,829	\$ (51,829)	
Variance	\$ -	\$ 2,284	\$ (2,284)	

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