



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

June 26, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Eric Brandt, Kevin Hickey, Becky Moore, David Ratchford, Heather Allison, Deanna Gescheider and Julie Maurer. Les Pedersen by telephone.

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Judy Lavert-Capach, Ron Treabess, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Jan Coyler, Mike Williams and Pettit Gilwee

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:05 pm by sit-in chair Eric Brandt and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 A request was made to swap agenda item I and J.

3.2 M/S/C (Dudley/Moore) (6/0) to approve the agenda with the above changes.

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON MAY 28, 2012

4.1 M/S/C (Dudley/Hickey) (6/0) to approve the Marketing Committee meeting minutes from May 28, 2012.

5.0 UPDATE ON IRONMAN LAKE TAHOE EVENT – ANDY CHAPMAN

5.1 Andy Chapman shared with the committee that as of June 12th the organization had a signed contract with Ironman and it was officially announced on June 15th, 2012. Twenty-six hundred registrations sold out in 18 hours. Seventy-five percent of the registrants are from Southern California and 45 of 50 states have athletes registered. There are about 20 international countries represented with quite a few participants from Canada. Andy also shared about two dozen registrants are from our local area. The race director from Ironman is coming out in September to review the race course. Andy stated that Jason Neary, Director of Sales, is working very closely with the local lodging properties on a room block. A Committee member questioned if Ironman comes with TV coverage; Andy replied the coverage will be online. Another committee member questioned if lodging properties are allowed to use "Ironman" when creating lodging packages.

Action to staff (Andy): Can lodging properties use "Ironman" to create lodging packages?

6.0 UPDATE ON AGENCY RFP PROCESS – ANDY CHAPMAN

- 6.1 Andy gave an update on the agency RFP process. The RFP subcommittee narrowed the choices down to Smith & Jones and School of Thought. He stated a recommendation was made to the Marketing Co-op Committee and after much deliberation and time, School of Thought was selected and will be signing a multi-year contract. Andy stated the organization will use the next 60 days to transition to School of Thought.

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 type of carry-over available this year. Andy shared the bulk of the carry-over last year was put into consumer marketing. He also shared that Sandy is working on finalizing the contract with Placer County.

8.0 REVIEW OF LODGING BAROMETER PARTICIPATION – LES PEDERSEN

- 8.1 Les Pedersen stated he would like to stress to the other lodging providers the importance of participating. He stated the barometer has become an important tool for the local retail sector and also for the restaurant community. Les shared however there is an equity issue when there is not full or close to full participation of the lodging properties. He stated he would like to encourage everyone to work with this lodging barometer program. If the properties have issues or concerns there are ways it can be changed to more of a regional piece and not by neighborhoods.

Sandy shared with the Committee this was developed as a tool to help the business community with inventory needs. This was not developed to give any lodging properties a “competitive” edge. A Committee member questioned how the reporting is done and Sandy replied the numbers are only given to Anna and held in strict confidence. The barometer is sent out on a weekly basis to our Chamber database. Sandy shared that Lynn Saunders with the Truckee Donner Chamber of Commerce is hoping to get a barometer going for Truckee and maybe Northstar could be included.

Action to staff (Sandy): Set up meeting with Northstar properties to discuss participation.

9.0 NORTH LAKE TAHOE SUMMER TRANSIT UPDATE – JAN COYLER

- 9.1 Jan Coyler shared this summer’s North Lake Tahoe Transit programs. The programs will run daily from June 28th to September 3rd, 2012. Posters and schedules will be distributed the week of June 25th. Operations include:

- **North Lake Tahoe Water Shuttle** – New this summer! Watch for details soon!
- New **NextBus** is real-time tracking for TART buses. Add the app to your iPhone and share the “where’s my bus?” new technology with your guests and employees.
- **The East Shore Express** – New this summer! Catch a ride to Sand Harbor and leave your car behind. Starting June 15th – September 3rd with departures every 20 minutes from the old Incline Village Elementary School between 9am and 5:20pm. Departures from Sand Harbor every 20 minutes between 9:20am and 5:40pm.
- **Night Rider** (FREE) – The popular Night Rider returns this summer with service between Squaw Valley and the Hyatt Regency in Incline Village, Northstar and Crystal Bay, Tahoma and Tahoe City. Offering extended hours of service to better serve guests, residents and employees.
- **TART** – will provide half hour service daily on Hwy 28, 8am to 6:45pm
- **TART** service daily on Hwy 267 between Northstar and Crystal Bay; connecting to all other TART buses.
- **The Emerald Bay-South Shore Connection** (TART connects with BlueGo in Tahoe) This is a great way to get to South Shore.
- **North Lake Tahoe Express** airport shuttle – call for details or go to www.NorthLakeTahoeExpress.com – group and frequent user rates are available

10.0 NORTH LAKE TAHOE WATER SHUTTLE UPDATE – RON TREABESS

10.1 Ron gave an update on the North Lake Tahoe Water Shuttle. He stated they are hoping to open this service sometime in mid-July. The boat operator, Fine Line, was approved to manufacture and operate the boats. The boat will seat 12 people and will have bike racks and a wheel chair tie-down. The three current docking stops are: Garwoods, West Shore Café and Tahoe City Marina. Ron shared they hope to include a 4th stop at the Tahoe Vista Marina. This will be run like a “bus service” and all ticketing will be done prior to boarding. Ticketing can be done online or on an app. The fare will be somewhere in the \$7-10 price range. He reiterated this will be a 3-year pilot program. A committee member asked if there will be an “all day pass” and Ron replied they have not considered this. He stated the overall goal is that this shoreline water shuttle becomes a part of our overall transportation system.

11.0 DEPARTMENTAL REPORTS – The following reports were posted on www.nltra.org

11.1 **Advertising and Web** – Mike shared this will be his last Marketing Committee meeting and he would like to thank the NLT Chamber/CVB/Resort Association on behalf of Smith and Jones. Mike shared his report located in the Departmental Reports section of the Marketing packet.

11.2 **Conference Sales** – Greg shared his report located in the Departmental Report section of the Marketing packet.

11.3 **Leisure Sales** – Jeremy is currently out of the country.

11.4 **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.

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

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

12.0 COMMITTEE COMMENTS

12.1 A committee member requested that the organization look at our wedding marketing efforts at next months meeting. There was a discussion of a possible Wedding Expo/FAM in the fall.

Kevin Hickey reported that the Tahoe Adventure Company is opening up a paddleboard shop at Tahoe Dave’s Truckee location this Saturday.

Action to staff: Add Wedding marketing efforts as an agenda item to next month’s Marketing Committee meeting.

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 3:15 pm.

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