



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tuesday, June 23, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Gregg Gibboney, Cadence Matijevich, Paul Raymore, Brett Williams, Giles Priestland (called-in), Becky Moore, John Monson, Glenn Cademartori

RESORT ASSOCIATION STAFF: JT Thompson, Anna Atwood, Jason Neary, Sandy Evans Hall

OTHERS IN ATTENDANCE: Shelley Fallon, Diane Wolf, Stacia Hanley, Joe Newfield, Ryan Gelow, Connie Anderson, James Hipkin

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Matjevich) (7/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 26, 2015

4.1 **M/S/C (Matjevich/Williams) (7/0) to approve the Marketing Committee minutes from May 26, 2015.**

5.0 FY 15-16 DRAFT NLTRA BUDGET REVIEW – JT THOMPSON

5.1 JT Thompson did a quick review of the draft budget that was approved last month. The only change from last month is the Marketing Reserve amount percentage that was lowered from 15% to 10%. This amount (\$21,000) is now going back into marketing programs. Sandy shared when we have the Placer County TOT budget agreement we can approve the NLTRA budget.

6.0 FY 15-16 DRAFT MARKETING COOPERATIVE BUDGET REVIEW – JT THOMPSON

6.1 JT reviewed the Marketing Coop budget with the committee members. He shared the contribution from NLTRA increased \$103,254 (this is pending approval from our Board). Incline Village Crystal Bay Visitors Bureau budget also increased \$138,000 and this was already approved by their Board.

JT reviewed the line items that increased this year. The consumer marketing piece has not been finalized yet. He also shared he had a conversation with Mammoth regarding our efforts in Australia and he will do a follow up phone call with them soon. Gate 7 has assured us they can continue with our efforts there without South Lake Tahoe's contribution.

7.0 DISCUSSION AND POSSIBLE RECOMMENDATION ON TRANSFER OF FUNDS FROM DESIGNATED MARKETING RESERVE – JT THOMPSON

7.1 In November of 2014 the Finance Committee recommended that the remaining balance of the Ski Tahoe North Ticket in the amount of \$13,707 be moved into the Designated Marketing Reserve account. This was approved by the BOD and staff completed as directed. These funds were the breakage balance of the Ski Tahoe North Ticket sold by NLT Coop in previous years. Staff is now recommending that this amount be allocated to NLT Marketing Coop account to cover coverage in Leisure Sales for the 2014/15 FY. Leisure Sales exceeded budget by targeting, and paying for media and travel industry FAM's and Site Inspections to assist in overcoming the last of snow message experienced Jan-April 2015.

Cadence felt compelled to share with the committee member some discussion lately regarding the NLTRA and Placer County regarding the recent audit of the contract. She stated this is not a cash reserve that the NLTRA has but an internal reserve. The funds for this reserve are "co-mingled" with other cash assets. If at any given point in time the organization needed to spend the entire \$258,283 they may not be able to execute against that.

The committee members asked that Marc Sabella, Finance Director be on the agenda next month to give a better understanding on Marketing Reserve Funds. Cadence also recommended that we look at item 6 "language" in Attachment F, NLTRA Marketing Reserve.

Action to staff for next month: Have Marc Sabella on the agenda to give a better understanding of Marketing Reserve Funds.

7.2 M/S/C (Williams/Moore) (Cadence abstained) (8/0) to approve the transfer of \$13,707 from Designated Marketing Reserve.

8.0 SIX MONTH PERFORMANCE REPORT (10/14 – 3/15) REVIEW – JT THOMPSON/SOT/TAA

8.1 This items will be tabled until next month.

Action to staff: Add this to the agenda next month.

9.0 DISCUSSION ON SUMMER/FALL PR MESSAGING – ABBI AGENCY STAFF

9.1 Connie with the Abbi Agency shared what are working on for summer and fall:

- Still pushing out the recreational message to combat the drought message.
- Working on the Ale Trail Campaign – Visual Storytelling Campaign. This is in development now and will launch mid-August into fall.
- Working on bringing 3 writers out this summer to talk about fall stories.
- Instagram Influencer Takeover – Jordan Herschel lives in Tahoe and has over 300,000 followers will take over Tahoe North Instagram page in a couple of weeks. He will also push it through his own Instagram page. Jordan is an aspirational photographer and is doing this for free. Connie shared they are looking to grow this.
- Focus on the Bay Area market and how to drive more midweek business.
- Direct flight market

10.0 DISCUSSION ON SUMMER/FALL ADVERTISING – SCHOOL OF THOUGHT

10.1 Ryan with School of Thought reviewed the media recommendations for the High Notes Campaign.

High Notes - 2015 approach:

- 100% Audio: Sacramento and Reno markets
- Spots: :15s and :60 live reads, digital banners if necessary
- Flight Dates: 6/29/15 – 8/30/15
- Budget: \$20,000
- Radio stations in Sacramento: 96.9 Eagle, 107.9 and 94.7
- Radio stations in Reno: 106.9

Recommendation: Terrestrial Radio has a net reach of 684,600 and cost \$7.28 CPM. While digital streaming presence is strong, terrestrial audio is superior with greater target reach equals more cost efficient. Additional value of local personality /inclusion (live reads)

There is a great added value opportunity to lodging properties and event producers that would like to donate a free night stay or tickets to any events. This will be aligned with the High Notes radio spots and a perfect opportunity to promote your business or do a contest. For more information please contact JT Thompson.

Committee member comments:

- Why are we targeting Reno and Sacramento? Ryan shared we receive more ROI in these markets as they are close. San Francisco is a bit further drive. We are also hitting Carson City and getting a good reach in these markets.
- Brett shared we need a big act to get the High Notes Campaign off the ground. Mostly locals that attend these events. Time to re-evaluate after the summer.

- 10.2 Stacia with School of Thought reviewed the 2015/16 Communication Strategy plan. The objective is to increase mid-week heads-in-beds through: 1) Drive longer vacations (defined as 5+ nights) 2) Increase length of weekend stays (defined as 3+ nights). The tentative media budget for next FY 2015/16 is \$528,000 (Commissions + High Notes included; productions excluded).

Geography:

Southern California is the largest and closest travel market beyond the Bay Area, that is likely to support extended weekend stays (3+ nights) and vacations (5+ nights), but requires higher investment.

Bay Area + surrounding markets are most familiar with NLT, and because of close proximity provide the best traction when driving short term efforts + shoulder season visits.

Beyond California, a built-in flexibility is needed in order to best support any markets, as opportunities arise.

School of Thought's recommendation:

1. Focus paid media activity in shoulder months
 - Fall 2015: September 14 – November 29 (11 weeks)
 - Spring 2016: March 28 – June 12 (11 weeks)
2. Utilize owned, earned and partnerships to support high seasons and drive DR awareness for more immediate shoulder season travel
 - PR (TAA)
 - Social (TAA)
 - Co-op piggyback (SOT to assist)

Based on budgets School of Thought are recommending Video and Digital. For Engagement SOT will still handle Search and The Abbi Agency will handle Social and PR. Stacia shared the different companies they are considering for video, digital and search.

Comments:

- What can we do to drive more business in October? Stacia shared there is a lot of social efforts done from the Abbi Agency for fall.

11.0 COMMITTEE MEMBER RACHAEL WOOD RESIGNATION AND REPLACEMENT RECOMMENDATION AND PROCEDURE – JT THOMPSON

- 11.1 Rachel Woods, Senior Manager of Communications with Northstar California has relocated and is no longer able to fulfill her obligations on our Marketing Committee. Staff has spoken to and recommends Glenn M. Cademartori, Director of Resort Marketing at Northstar to replace her seat for the remainder of her term.

- 11.2 M/S/C (Williams/Moore) (6/0) to elect Glenn Cademartori to replace Rachel Woods seat on the Marketing Committee.**

12.0 INTRODUCTION OF GOTAHOENORTH.COM – SCHOOL OF THOUGHT/RED8

12.1 Joe with School of Thought did a quick review of the new website. The new site really captures the extraordinary North Lake Tahoe experience for all types of visitors. The tone is: down to earth, inviting and iconic. This new website makes it easy for properties to login and update their property description, images and videos. The new login information was sent out and Emily and JT will be working with the properties to make sure everyone knows how to update their information. There is also a tutorial video available.

James did a review with the committee on how you update your own listing. James did share if something is broken please direct them to JT Thompson but they need to know: 1) What browser you were using and 2) What operating system you are on.

13.0 DEPARTMENTAL REPORTS

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

12.2 **Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.

12.3 **Leisure Sales** – JT shared his report located in the departmental section of the Marketing packet. He also reported that Jeremy will be leaving the organization in June to pursue other opportunities. JT touched on the new position and what they are talking about. Add a manager level position.

12.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.

12.5 **Web** – Shelley shared her report located in the departmental section of the Marketing packet. She recommended everyone get all their calendars updated in the old site before it's moved over to the new site.

12.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

13.1 It was requested that we move the Departmental Reports to be the first thing on the agenda.

Action: Move up the Departmental Reports next month to be first on agenda.

14.0 STANDING REPORTS

14.1 The following reports were posted on www.nltra.org:

- MAY MTRiP REPORT
- MAY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT
- MAY RENO TAHOE AIRPORT REPORT

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 4.30 pm.

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