



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES

March 27, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, David Ratchford, Brett Williams, Les Pedersen, Deanna Gescheider and Marguerite Sprague

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Jeremy Jacobson, Judy Laverty, Jason Neary, Emily Detwiler, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Kerstin Plemel, Pettit Gilwee, Mike Williams, Shelley Fallon, Wendy Hummer and Todd Jackson

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:06 pm by Chair Les Pedersen and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Brandt) (6/0) to approve the agenda.**

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

4.1 **M/S/C (Williams/Ratchford) (6/0) to approve the Marketing Committee meeting minutes from February 28, 2012.**

5.0 REVIEW AND DISCUSSION ON SUMMER MEDIA PLAN

5.1 Andy stated the organization has incorporated this Committee's input from last month's meeting and revised the summer media plan. Wendy Hummer with EXL media reviewed the new media plan with the Committee. Some of the input from last month's Committee meeting were the following:

1. Fifty percent Drive Market print and fifty percent Destination print
2. New ways of looking at video and mobile marketing
3. Outdoor in the Bay Area – bulletin boards instead of vinyl

Wendy reminded the Committee this Media Plan stretches over two fiscal years; April through June is in the budget and approved, but July through September is based on last year's budget and the amount could change.

Wendy reviewed her Drive Market Print and Destination Market Print plan. For regional print Southwest Spirit was chosen due to Southwest Airlines being the number one airline at California and Nevada airports. She stated print is coming in at 24% and the organization had

budgeted 28%; this allows for adjustment for internet. She stated there will be 3 Bay Area Outdoor LED displays:

- 1) San Francisco/Berkeley – Bay Bridge. Size: 20'x60'. (West facing, right read) This reads to all traffic coming from San Francisco via the Bay Bridge. Strategically placed before I-80 splits off into I-880 and I-580 means everyone coming off the bridge will see this bulletin. Monthly Impressions: 582,386
- 2) I-80, 1500 ft North of University, Berkeley. Size: 14'x48'. Located at the confluence of freeways (I-580 and I-80), this display reads to stop and go traffic throughout the day. This location is good for not just daily commuters, but also weekend traffic leaving the Bay Area for destinations such as Napa and Lake Tahoe. Daily Impressions: 456,022
- 3) Hwy 101 South of University, Palo Alto. (Facing South East) Size: 16'x29'. This display is located midway between San Francisco and San Jose on Hwy 101. This billboard targets San Francisco Peninsula commuter traffic and high-tech, Silicon Valley executives. Monthly impressions: 284,448.

Wendy shared the Internet Summer Media Plan. She is looking at Mobile or Video network in the Bay Area. There is not enough money to do both but she will research and come back to the Committee with recommendations. She also reviewed Sojern to target the LA market. Sojern is a travel advertising platform providing customizable information and resources for travelers and leveraging data from the world's largest airline providers. This could allow the organization to track travelers based on to/from destinations, demographic groups and more.

Wendy reviewed some of the research she did in regards to tablet advertising. Here are some of the results from the different publications:

- Via doesn't have tablet advertising.
- Diablo offers tablet advertising for free.
- Sunset charges \$5000 for a tablet ad, but they don't know how many subscribers they have.
- Adventure Sports Journal doesn't do digital.
- Southwest Spirit is an in flight magazine and doesn't have it.

Brett questioned if we will consider SFO (San Francisco Airport) for Sojern. Wendy replied we are focusing on the LA market and will be targeting people flying out of LAX to other places. Les mentioned you can target by airline class and Wendy said she will research that.

Eric questioned the timing for the August Bay Area radio buy and said kids generally go back to school mid August. Wendy said it will start mid-July into August to hit our mid-August through September strike zone.

Brett questioned if we would consider targeting the central coastal "June gloom" communities. Andy replied this can be done through Pettit's efforts.

6.0 UPDATE ON MOUNTAIN TRAVEL SYMPOSIUM EVENT – JEREMY JACOBSON/JUDY LAVERTY

- 6.1 Jeremy gave a brief overview of Mountain Travel Symposium (MTS). The week-long event includes two separate trade shows - the [Trade Exchange](#), geared towards tour operators (April 15-17, 2012), and the [Group Exchange](#), geared towards ski clubs and councils (April 19-20, 2012). The [Forum](#) includes presentations from nationally-known speakers as well as individual breakout sessions on practical and topical issues (April 18-19, 2012). In addition, a variety of receptions, parties, and activities are scheduled throughout the week to maximize networking and relationship building. MTS attracts more than 1,000 participants each year from ski resorts, lodging properties, resort associations, domestic and international tour operators, airlines, ground transportation companies, travel insurance companies, and related service providers. The event is firmly established as the single most productive business venue for mountain travel suppliers and buyers.

Jeremy currently has about 30 appointments scheduled for the Group Exchange. He also stated for more information on MTS please go to their website: <http://www.mtntrvl.com/>. Les reminded Jeremy that there will be opportunities for the community to volunteer at this event.

Judy reviewed some of the parties she has been helping plan for MTS. She stated the big party is on Tuesday at High Camp with a Burning Man Theme. Shelley Fallon has been helping with interior art work and décor. There will be 8 local restaurants at High Camp. Following the party at High Camp there will be an after party at Bar One with DJs.

Eric shared that his company, Tahoe TV, is working with Andy, Jeremy and also MTS's Michael Pierson to custom brand the in-room TV channel in all the hotel rooms in Squaw as the Mountain Travel Channel. This will be a great tool for the attendees as they can find about daily activities and events.

7.0 VISITORS INFORMATION UPDATE – EMILY DETWILER

7.1. Emily Detwiler, Visitor Information Services Manager, reported on the Visitor Information Update and discussed the many ways we serve as a point of contact for visitors such as visitor centers, lodging and property managers, North Lake Tahoe Visitors Guide, the GoTahoeNorth.com website, TV, and video.

Emily gave an overview of all of the visitor information centers. During her time as lodging liaison, she has met with over 60 lodging properties, contacted over 78 lodging properties and has created a Lodging Reference Guide.

After interviewing the lodging properties, Emily found that they are using GoTahoeNorth.com to provide better service for the visitors. Fifty-two percent of lodging properties use the calendar on the website, eighty percent are aware of their listing on GoTahoeNorth.com, and seventy-five percent use the activity information.

The NLT Chamber/CVB/Resort Assn. seeks to ask what the lodging properties need from us in order to thrive and provide helpful content for their visitors.

Emily mentioned that the NLT Chamber/CVB/Resort Assn. is creating a Visitors Guide that the Tahoe Quarterly will be printing. The Visitors Guide will be distributed through subscription, visitor information centers, and lodging distribution. There will also be an interactive clickable version of the guide online, a mobile app, and possibly interactive visitor information center kiosks.

Eric questioned if there is any way of utilizing Patton Landing as a Visitors Information location or at least put a brochure rack in place. Andy will check to see if Patton Landing is a Certified Folder Display distribution location.

Action to staff: Andy and Emily – Research Patton Landing (Waterman's) location to see if they are part of Certified Folder Display distribution location.

8.0 PRESENTATION ON ADVENTURE SPORTS WEEK – TODD JACKSON

8.1 Todd Jackson gave a quick overview of Adventure Sports Week that will be held in North Lake Tahoe June 15 – 24, 2012. Adventure Sports Week Tahoe is a 10-day event featuring human-powered sports, music, film, and fun for all. Todd currently owns and operates the "Big Blue Adventures" and plans to incorporate some of those events into Adventure Sport Week. He is also working with local business associations to fill it with already established local events, like Tahoe City Wine Walk, Music in the Park, Solstice Festival and more. Some of the competitive events would include:

- Lake Tahoe 4 and 8 hour Mountain Bike Race, June 16th
- Burton Creek Trail Run, June 17th
- XTERRA Tahoe City, June 23rd
- Run to Squaw, June 24th

North Lake Tahoe Chamber/CVB/Resort Association is sponsoring this program and Todd has various sponsorship packages available.

Andy shared we have joined NASC (National Association of Sport Commission). Judy has partnered with RSCVA and is heading to the NASC Sport Event Symposium in Hartford,

Connecticut on April 16-19, 2012. NASC Sports Marketplace offers pre-scheduled appointments between host organization, event owners looking for cities to host their events and suppliers to the industry. And, take advantage of exceptional educational sessions designed specifically to help you increase your share of the business. This is a great opportunity for the organization to bring new sporting events to Tahoe.

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

- 9.1 Advertising and Web** – Kerstin and Mike shared their report located in the Departmental Reports section of the Marketing packet.
- 9.2 Conference Sales** – Jason introduced Greg Howey to the Marketing Committee. They are planning a sales trip in the Bay Area. He stated the Group Sales Committee has bi-monthly meetings which are great for talking about media and travel plans.
- 9.3 Leisure Sales** – Jeremy reviewed travel trade activity. He stated he has been wrapping up Ski FAM's for the winter season. Lake Tahoe won the top ski destination in North America and got a visit from the Travelocity Gnome from Mexico. Jeremy has been busy planning Mountain Travel Symposium and after MTS he will be heading to Pow Wow. He has also started planning his sales trip to Australia.
- 9.4 Special Projects** – Judy is heading to the National Association of Sport Commission Event Symposium in April. She already has 42 appointments lined up over 4 days. Judy also shared she just finished up the second site visit with Ironman. Ironman is down to 3 destinations: Santa Cruz, North Lake Tahoe and San Luis Obispo. She is also busy planning Autumn Food and Wine.
- 9.5 Web** – Shelly shared her web report located in the Departmental Reports section of the Marketing packet. Andy shared we are working on making “Cool Deals” better and we have added “activity”.
- 9.6 Public Relations** – The PR report is located in the Departmental Reports section of the Marketing packet.

10.0 COMMITTEE COMMENTS

- 10.1 Davy Ratchford shared that Salt Lake City has a restaurant week that is highly promoted and very popular. Pettit gave a quick overview of Lake Tahoe Restaurant week taking place in October 2012.

11.0 STANDING REPORTS

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

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

12.0 ADJOURNMENT

- 12.1 The Marketing Committee meeting adjourned at 3:05 pm.

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