



## 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  
Thursday March 28<sup>th</sup>, 2013 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

**Marketing  
Committee  
Members**

**NLTRA Board:**

*Eric Brandt, Primary  
Valli Murmane Alt.*

**Committee**

**Members:**

*Heather Allison (Chair)  
Kevin Hickey  
Julie Maurer  
Chuck Maas  
Becky Moore  
Davy Ratchford  
Les Pedersen  
Marguerite Sprague  
Brett Williams  
Brad Wilson*

**Placer County Rep:**

*Jennifer Merchant*

**Quorum**

6 Board Members  
with 1 Board  
Member

**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 – February 28<sup>th</sup>, 2013 (3 min)
- E. Presentation on Getting Away Together Production – Chuck Maas (10 min)
- F. Discussion and Possible Action on Lodging Committee Web Revision Recommendation - Andy Chapman (10 min)
- G. Discussion on Destination Marketing Taskforce – Andy Chapman (30 min)
- H. Update on Ironman and Request for Volunteer Captains – Andy Chapman (15 min)
- I. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Website Content
  - o Social Marketing

J. Committee Member Comments (*5 minutes*)

K. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- February MTRiP Report
- February Web/GeoTracking Report
- February Lodging Referral Report
- February Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Thursday, February 28, 2012 – 1 pm

### North Tahoe Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brad Wilson, Eric Brandt, Julie Maurer, Chuck Maas, Heather Allison, Becky Moore, Marguerite Sprague and Les Pedersen

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty-Capach, Jason Neary, Sandy Evans Hall and Anna Atwood

**OTHERS IN ATTENDANCE:** Shelley Fallon, Ron Parson and Paul Raymore

#### 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 Chair Heather Allison.

##### 2.0 PUBLIC FORUM

2.1 Julie Maurer shared Squaw Valley is hosting the US Alpine Championships on March 17 – 23, 2013. Chuck Maas reported he would like to introduce the Lake Tahoe Public Television Opportunity to the committee members again. Eric Brandt reported that Snowfest kicks off tomorrow.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy added item C 1. March meeting date change request to the agenda.

3.2 **M/S/C (Maurer/Brandt) (6/0) to approve the agenda with above amendments.**

3.3 Andy requested that the March meeting be held on Thursday, March 28<sup>th</sup> at 2pm and the committee members were all in agreement about the new date for the March Marketing Committee meeting.

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 29, 2013

4.1 **M/S/C (Brandt/Maas) (6/0) to approve the Marketing meeting minutes from January 29, 2013.**

##### 5.0 PRESENTATION ON VISIT CALIFORNIA MARKETING REFERENDUM – JULIE MAURER

5.1 Julie Maurer is a California Tourism Commissioner and shared some information about the California Tourism Commission as a region, and information on the Visit California Marketing Renewal. This March, assessed businesses will be asked to approve the renewal of their assessments that help fund Visit California. Julie shared Visit California has a \$50 million budget and 81% of the Visit California budget is funded by a rental car tax while the remaining 19% is a self assessed tourism tax. There is currently no funding from the state. It all started in response to a decline in tourism, brought on by a series of natural disasters like the earthquake in 1989 that happened during the World Series. The California brand was tarnished and visitors stopped coming. Julie shared between 1989 and 1994 California lost 17% of domestic market share. At the

time, California did not seriously invest in tourism marketing, and there was no effort to market California until representative leaders from the tourism industry came together. Julie reported for the past 15 years, Visit California market programs have been successfully keeping California as a premier travel destination. Visit California is a model for the nation and has proven track record for spending money wisely – 92% of its budget goes to brand marketing and reserve. Julie stated part of her role as commissioner is being out in the community encouraging travel industry related businesses to vote yes for this renewal as it is a good investment. Andy shared some information on the “High Sierra” region and what programs they have focused on. Julie ended her presentation with a video showing some of Visit California successful global marketing programs.

## **6.0 DISCUSSION AND DIRECTION ON POST CONSUMER BAY AREA CAMPAIGN AD AWARENESS RESEARCH STUDY – ANDY CHAPMAN**

- 6.1 Andy reported the organization has done an ad awareness study every two years since 2008. This is to determine North Lake Tahoe advertising efficacy over time as well as overall visitation pattern and perceptions towards North Lake Tahoe. Some of the specifics this research is set out to do include:
- Understand resort awareness and visitation
  - Learn travel preferences, including year round activities
  - Gauge awareness and brand perception of North Lake Tahoe
  - Identify opportunities to effectively evolve the North Lake Tahoe brand campaign
  - Track and trend any differences from previous research

Andy suggested we go back to Strata Research for the ad awareness study at the end of the winter campaign (end of March) with an emphasis on San Francisco. He recommended about 250 people participate in the study and shared there is money in the budget for this. Andy also recommended that the committee members look at the study on the organization website and welcomes feedback and suggestions. The committee agreed to move forward with the ad awareness study.

Chuck Maas shared he has a zip code analysis from bookings from Lake Tahoe Accommodation for the Bay Area market he would like to share with School of Thought.

## **7.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN**

- 7.1 Andy shared there will be a series of meetings the first week of April with the World Triathlon Corporation (WTC) crew. The main focus of these meetings will be traffic law enforcement and traffic management. He reported the traffic management plans have been submitted to Todd Jackson and Rock Frye. There will be 2 sections with one-way traffic. People will not be able to travel northbound on highway 89 between Tahoe City and Squaw or southbound on highway 267 between Northstar and Kings Beach. Andy shared the bike loop is being modified as Lahontan is no longer an option. Andy reported the planning for a Half Triathlon for 2014 has started. The Half Triathlons are generally larger than an Ironman.
- 7.2 Jason shared 2700 room nights have been booked for Ironman and the room block is almost sold out. This only pertains to the lodging companies that specifically set up a block with Ironman. Jason also reported he is starting to receive phone calls from training groups. The International Board of WTC will also hold their annual board meeting at The Resort at Squaw Creek at the same time the event is happening.
- 7.3 Ron Parson shared he heard some negative comments about Ironman in a recent community meeting. He recommended that the organization start their outreach immediately to educate the community about the positive impact this will have on our community. He also recommended sharing the traffic management plan too.

## **8.0 UPDATE ON LAKE TAHOE SPORTS ORGANIZING COMMITTEE/X GAMES BID – ANDY CHAPMAN**

- 8.1 Andy shared ESPN will be out next Thursday for a site visit. The X-games bid process continues to move forward and it is due on April 2, 2013. Andy reported Park City has pulled out and most likely it will be between Tahoe and Whistler.

## 9.0 DEPARTMENTAL REPORTS

- 9.1 **Advertising** – Andy shared the advertising reports are located in the departmental section of the Marketing packet.
- 9.2 **Conference Sales** – Jason shared he just returned from MPI NCC with Greg Howey and it was a great show. Jason will be traveling to ConferenceDirect tradeshow in Las Vegas mid March, while Greg is heading to MIC Colorado at the end of the month. The Come See Fly Free program is showing great results. Jason also reported he is working on increasing the per diem rate for our area.
- 9.3 **Leisure Sales** – Jeremy shared his departmental report located in the Departmental section of the Marketing packet.
- 9.4 **Special Projects** – Judy shared her departmental report. She shared it was almost a year ago since she started going to the Sport Commission Tradeshow. The Orienteering club just signed a contract and is bring their event to Tahoe. She also stated the Carve Tahoe was very successful. Judy is busy planning Autumn Food and Wine and there will be some new and exciting events this year.
- 9.5 **Web** –Shelley shared her report located under the Departmental section of the Marketing packet.
- 9.6 **Social** – Andy shared the report is located in the Departmental section of the Marketing packet.
- 9.7 **Public Relations** – Pettit shared her Departmental report located under the Departmental section of the Marketing packet.

## 10.0 COMMITTEE MEMBER COMMENTS

- 10.1 Heather Allison asked for feedback from the committee members about having the Marketing Committee meetings start at 2pm instead of 1pm. The committee members were ok with changing the times to 2pm.

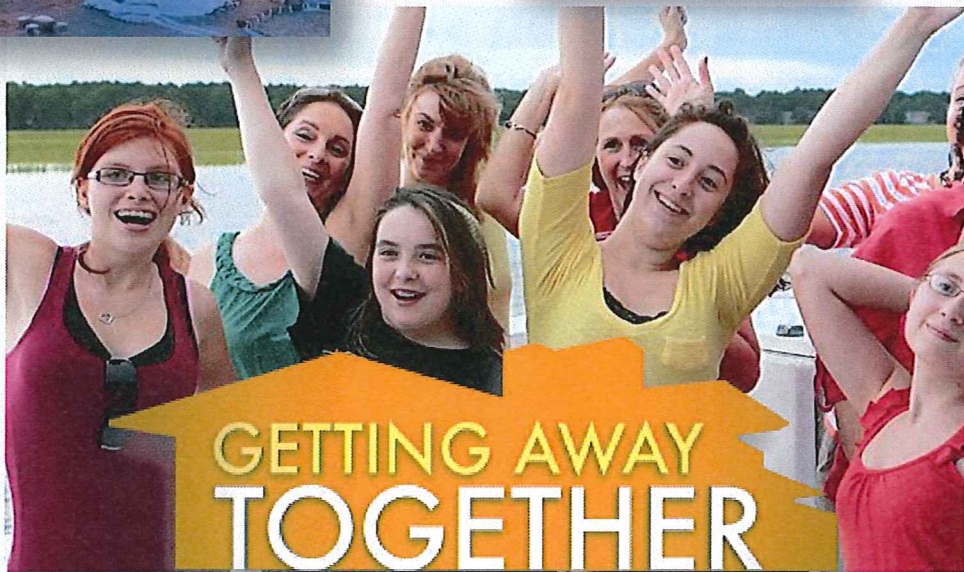
## 11.0 STANDING REPORTS

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

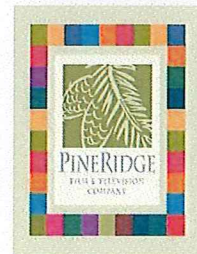
- 12.1 The Marketing Committee meeting adjourned at 2:25 pm.

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



## Season Two

from  
**PINERIDGE FILM & TELEVISION**







## HIGHLIGHTS OF SEASON ONE!

- Series premiers to 70% of US Households and growing!
- Nearly  $\frac{3}{4}$  of the U.S. Population
- New  Member Stations signing on every week

There are 349 public television stations in all 50 states, Puerto Rico, US Virgin Islands, American Samoa and Guam (& Hawaii)

- More Evening and Prime Time broadcasts than other long-running travel shows
- Live, streaming HD episodes on our exclusive Website [gettingawaytogether.com](http://gettingawaytogether.com) and on 
- Direct links to sponsors and destinations
- *Getting Away Together* named a "Top travel trend" of 2012 by  New York 1 News.



## Why PBS?

- **PBS, on average, reaches 800,000 to 1,000,000 households per week with 99% coverage of all US households. PBS delivers an audience that is not easily found anywhere else.**
- **The reach for sponsor websites and VRMA members and their guests may reach as many as 17 million viewers, most of whom are regular travelers.**
- **Note: *Google* GettingAwayTogether.com and see the “buzz” after only four months!**

Travel and the PBS Audience a perfect match ...

**Demographic Profile** ... Source MRI: 2010 Doublebase Mediamark Research Inc. weighted population (000).

<b>Domestic Travel</b>	<b>PBS Viewer</b>	<b>PBS Non-Viewer</b>
Travel for Vacation	113	95
Combined Business Trip and Vacation	122	91
3+ Non-Business Plane Trips	116	94
Spent \$2,000+ on a Vacation	131	88



<b>General Travel</b>		
Bought Traveler Checks	131	88
Rented a Car (Domestic)	119	93
Taken a Trip on All-Inclusive Package	121	92

- **The audience is highly selective in their viewing. Reaching them through any other broadcast is very difficult.**
- **In an average week, more than 80 million people in almost 50 million households watch public television. Most American households (67%) and more than 133 million people tune into public television each month.**
- **PBS delivers this series in a rich, clutter-free environment and has the most programming minutes-per-half-hour of any network or cable channel on television today. Sponsor messages are rarely deleted by *TiVo* or DVR**
- **Look at just some of the PBS member cities who are airing**



**RIGHT NOW!**

Los Angeles- KCET  
 Chicago-WYCC  
 New York City-WNYE  
 Boston- WENH  
 Michigan -WCMV  
 Orlando -WDSC  
 Toledo-WGTE  
 Reno- KNPD

Denver KRMA-TV  
 Washington D.C.-WETA  
 San Francisco- KRCB  
 Connecticut State Network  
 Baltimore- WMPD  
 Salt Lake City-KUEN  
 Syracuse- WCNY  
 Columbus- WOSU

Cleveland- WEO  
 Tampa, Fl. WUSF  
 Oregon Public Broadcasting  
 North Carolina State Network  
 Pittsburgh WQED  
 Tulsa- KRSC  
 Memphis-WKNO  
 Phoenix-KAET

**National Publicity in just three months....**

## The Boston Globe

### Tune into 'togethering'

What happens when diverse groups of "real" travelers vacation together at destinations across the country. Find out on a new travel series, "Getting Away Together," which started airing on WEKW and WENH in the Boston area, and on PBS stations nationwide this month. Episodes take place in Outer Banks, N.C.; Oregon's Mount Hood region; Oceanside, Calif.; Sevier County, Tenn.; and Kissimmee, Fla., among others. The show aims to help travelers organize "togethering" trips, like girlfriend getaways, family reunions, and milestone celebrations, by offering insider information on the featured destinations, including expert tips, useful links, and lots of resources. [www.gettingawaytogether.com](http://www.gettingawaytogether.com)

*Southern Hospitality*  
TRAVELER

Thursday, February 02, 2012 4:18 PM

**Subject:** Re: *Southern Hospitality Traveler* Fantastic! I received a note from the writer that she so enjoyed their conversation this morning. She'll be writing the story tonight, so I'll keep you posted on any additional requests/developments! Jerry expressed that she may try to get the magazine to publish a regular article on "togethering."

THE  
HUFFINGTON  
POST



U.S. DESTINATIONS

### **Watch 'Getting Away Together' And Try Out For An Episode (VIDEO)**

[GettingAwayTogether](#) on [Vimeo](#).

Travel TV fanatics who haven't heard of "[Getting Away Together](#)" can now check out the show from the beginning and even star in an episode. Yesterday, the group-centric travel series made the jump from television to the computer screen. The first series of its kind, "Getting Away Together" is a reality show centered on group travelers staying in vacation rentals across the country. Togethering, as such travel is called, is the fastest growing trend in travel.

## What some of your colleagues around the country are saying about



**Alex Risser** alexr@outerbeaches.com  
Jan 20 (1 day ago)



Jerry...man, what a great Report on the series!  
While I'm not at the helm at VRMA anymore, I hope you know that these reports of success and other emails I've received showing that "GAT is on TV right now", bring both a tear and a huge smile. Thank you for coming across our path and lifting us up with your talent, skill, and wisdom.  
Alex

**Richard Goldman** RGoldman@floridashistoriccoast.com  
Jan 22 (1 day ago)



Great stuff Jerry! Congratulations for a terrific job.  
You really made us look great!

Richard Goldman Executive Director  
St. Augustine, Ponte Vedra & The Beaches Visitors & Conventions Bureau

**Nicole Christian** Nicole@garrettchamber.com  
Jan 20 (2 days ago)



Dear Jerry and the PineRidge Team!  
What good news about WETA in Washington, D.C. coming on. That is our most important market, and I am very pleased that they are going to air the series. We're looking forward to receiving our DVD's and are planning to have a big Premier Party.

All the best to you and the PineRidge team!

Nicole Christian, IOM, CCE  
President & CEO  
Garrett County Chamber of Commerce

**Kelly Debord** kdebord@usdm.net  
8:44 AM (49 minutes ago)



Hi Jerry,  
We are thrilled beyond words with this project. I am working with my internal team to create a special invite for our "premier." Would it be possible for you to please send me the Getting Away Together logo for this invite. Thanks so much,  
Kelly  
Kelly Jo DeBord  
Account Manager Sevier County, USDM Interactive Agency and Media Company

**Glen Kaiser**

Kaiser Realty-Gulf Shores/Orange Beach, Alabama

Subject: GAT-Our Episode



Jerry,

I am so grateful that you and your organization are working for us all with this project. I can't be more excited about this series and strongly feel the fruits of our labor will be harvested for a long time to come!!

I have shared your information here with Leonard along with Herb Malone and Mike Foster with the CVB. I took the opportunity to once again express my sincere excitement over this project and you and your production company!!

Sincerely,

Glen

**Kaiser Realty**

**Gulf Shores Office Location**

1557 Gulf Shores Pkwy

Gulf Shores, AL 36542



Hello Jerry,

Thank you so much for all the beautiful work you have put into making this series. It is so exciting to see it finally out there. I watched the videos you sent to our office over the weekend and they were all fabulous! I look forward to seeing all the next locations you make it to.

Sincerely,

Heather Weiermann

Southern California Vacation Rentals

[heather@socalvacationrentals.com](mailto:heather@socalvacationrentals.com)

(888) 598-2232 \*\*our office number has changed!!

[www.socalvacationrentals.com](http://www.socalvacationrentals.com)



To: Joan McCord

Subject: **Premier**

Hi Joan, The premier was fabulous today. Positive comments filled the room! One of our Tennessee Dept. of Tourism reps couldn't wait to show it to the Tennessee Commissioner of Tourism.

Needless to say...I am still on cloud nine. Thank you for your tireless commitment to this project.

**Lori McMahan Moore**- Sevierville Visitors and Convention Bureau

From: John Daley [mailto:osidenow@gmail.com]  
Sent: Thursday, March 29, 2012 9:05 AM

To: Joan McCord, Dir. of Production

Subject: How thoughtful Joan



I have been fortunate enough to have been around many TV productions over the years and I think your episode of our community was exceptional. It is so well done it is a pleasure to watch, I smile each time I see it. I had a blast working with your team at the Cafe and consider it an honor we were featured. All the best to you all,

John



Our colleagues at **MMGY Global** provided us with some perspective on the value of advertising/sponsorship on PBS:



*“If you were to buy sponsorship on any PBS show, the range for one spot, depending on the show, is from \$6000 to \$20,000. Using the midpoint of \$13,000 for a :30 spot on a high quality show, with two spots per episode, and minimum of two airings per episode, the total value is \$52,000.*

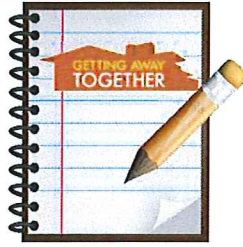
*When episodes are repeated on PBS, even two more airings would increase the number to \$104,000 just for the PBS showings. Since each PBS Member Station re-runs the entire series after each 13-week cycle, the individual destination episodes just keep running over and over. Each episode that is added to the series makes it more valuable and assures the the series will run for years.*

*The average rating for a travel show on PBS is .8 or 800,000 households. Two airings of the episode would reach 1.6 million households. Any subsequent airings by PBS would increase the reach. And this is just for the PBS audience.*

*The reach of Trip Advisor.com and CSA Travel Protection, VRMA member companies and their guests who visit their properties, and the Getting Away Together website (which the PBS episode will drive viewers to this site) are reaching as many as 17 million, most all of whom are regular travelers. We are not sure how best to value the advertising here but the potential reach is over 10 times that of just two airings on PBS.*

*Just to be conservative, if the ad value for the viral marketing is half of the PBS cost, then the total value here could be at least \$260,000. It is important to remember that each half-hour episode is, itself, essentially a “commercial” for the destination.”*

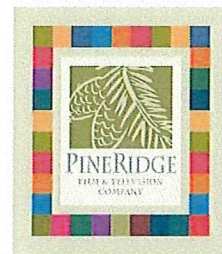
To summarize....



- **Getting Away Together is not a *concept*, it is a television series that is running RIGHT NOW!**
- **Getting Away Together is a family-friendly, entertaining and informative reality/travel show that features people on reunion vacations at great destinations, staying in vacation rental homes, condos and villas. It celebrates the hottest trend in travel these days which is called “togethering.”**
- **The television broadcasts are provided to PBS Member Stations at no cost except for normal scheduling. What separates this series from others is the enormous multi-platform viral support on the Internet. No travel show running on television has as many websites feeding viewers to the show than this one. It is a program that is produced for the “information age, laptops, I-Pads, and regular TV.**
- **Even though coverage on PBS stations will likely reach 75% of the USA by the end of 2012, exponentially more viewers will see the series on the World Wide Web than on television.**

For more information, please contact:




John Howard or Jerry Smith  
PineRidge Film & Television Company  
4651 Salisbury Road 4<sup>th</sup> Fl.  
Jacksonville, Florida 32256  
[home@pineridgetv.com](mailto:home@pineridgetv.com)



PineRidge Film & Television

# Station Log: PBS Member Stations airing




1. WNYE, New York 2:30 pm Friday  Market # 1 (NYC)
2. KCET Los Angeles 3:30 pm Saturday  Market # 2 (L.A.)
3. KRCB San Francisco 11:00am Friday  Market # 6 (San Fran)
4. WEKW 8:00pm Sunday  
Noon Monday  
11am Saturday  
1:00pm Monday  Market # 7 (Boston)
5. WENHD3 8pm Sunday  
Noon Monday  
11am Saturday  
8pm Sunday Boston-Durham NH
6. WFPIHD2 6:30pm Sunday Market # 8 (Wash D.C.)
7. KAETHD2 1:00am Thursday  
7:00am Thursday  
12:30pm Monday  
1:30pm Monday  
8:30 pm Monday  Market # 13 (Phoenix)
8. WUSFDT 9:30pm Monday Market # 14 (Tampa)  
1:30pm Tuesday 
9. WEDUDT4 11:30am Monday Mkt. # 14 Tampa  
11:30am Wednesday
10. WUSFDT4 7:00am Saturday Tampa  
(run episodes all day)  
Until 8:00 pm in HD
11. WLRNDT2 2:30pm Thursday  
2:30pm Saturday  
2:30pm Wednesday  
(some Fridays)  Market # 16 (Miami)
12. WEAODT 10:30am Saturday  
1pm Saturday  Market # 18 (Cleveland)

13. WDSCDT 7:30pm Sunday Market # 19 Orlando   
11:30pm Monday

14. KOPBDT 6pm Friday (Portland) Market # 22 

15. KTVRDT 6pm Friday Portland again...

16. WQEDDT 10:30pm Sunday Market # 23 (Pittsburgh)  
1:00am Monday  
5:30pm Sunday 

17. WUNCDT 9:30pm Thursday Market # 24 (Raleigh-Durham)  
3:30am Wednesday   
9:30pm Thursday  
10:30pm Sunday

18. WUNPDDT2 9:30pm Thursday Raleigh again...


19. UNCZMX ? Raleigh

20. WUNEDT2 9:30pm Thursday Market # 25 Charlotte   
5:30pm Sunday  
10:30pm Sunday

21. WUNGDT 9:30pm Thursday Charlotte other...  
10:30pm Sunday

22. WMPBDT2 6:30pm Sunday Market # 27 (Baltimore) 

23. WOSUDT 3:00pm Sunday Market # 32 (Columbus)  
4:00pm Sunday  
7:00pm Sunday  
7:30pm Sunday

24. WOUBDT2 7:30pm Saturday Columbus 

25. KUENDT 6:30pm Sunday Market # 33 (Salt Lake City) 

26. WUNFDT 9:30pm Thursday Market # 37 (Greenville-Spartanburg)  
10:30pm Sunday






27.WXELDT 5:30pm Saturday Market # 38 (West Palm) 

28 KLVX-JAC 12:30pm Saturday Market # 40 (Las Vegas)  
9:30pm Friday 

29. WUNLDT 9:30pm Thursday Market # 46 (Greensboro)  
10:30pm Sunday 

30.WKNODT2 3:00pm Monday Market # 49 (Memphis)  
Thursday  
Friday 

31.WJCTDT4 7:00pm Friday Market # 50 (Jacksonville, FL) 

32. KRSCDT 5:30pm Tuesday Market # 59 (Tulsa)  
7:00pm Thursday  
9:00am Saturday 

33. WPBODT Sunday 3pm Market # 65 Charleston, WV  
(up until 8pm)

34.WCMUDT Friday 12:30pm Market # 67 Flint/Sag/Bay City)  
WCMZDT 12:30pm

35. KOZKDT Wednesday 1pm Market # 74 Springfield, MO

36. WGTEDT Thursday 4pm Market # 76 Toledo, OH  
WGTEDT2 Monday 8:30pm  
Sunday 7:30pm  
Monday 8:30pm

37. WSIUDT Saturday, 6:30pm Market # 81 Paduca-Cape Girardo 

38. WEIUDT Friday 8pm Market # 83 Champlain, IL

39.WCNY11 Friday 9:30am Market # 84 (Syracuse, NY)  
Sunday 5:30pm

- 40 KMBHDT Saturday 4pm Market # 86 (Harlingen-Weslaco) Sunday 12:30pm
41. KAMUDT Sunday 3:30pm Market # 88  Waco-Temple-Bryant  
 Saturday 6:00pm  
 Saturday 8:30pm  
 Saturday 5:00pm
42. WNITDT2 Tuesday 12:30pm Market # 95 (South Bend-Elkhart, Ind.)
43. WLEDDT3 Monday 12:30pm Market # 97 Burlington   
 Sunday 8pm
44. WUNDDT Thursday 9:30pm Market # 100 Greenville-New Bern)  
 Sunday 10:30 pm
45. WUNKDT (same market as above)  
 Thursdays 9:30pm
46. WUDMDT (same market-another digital channel) 
47. WUNUDT Thursday 9:30pm Market # 103 Myrtle Beach  
 Sunday 10:30pm
48. WNINDT Saturday 5:30pm Market # 104 Evansville
49. KNPBDT Saturday 10am Market # 108 Reno, NV
50. WNRODT Saturday 10:30am Market # 110 Youngstown, OH
51. WCMVDT2 Friday 12:30pm Market # 119 Traverse City, MI
52. KOACDT Friday 6pm Market # 121 Eugene, OR
53. K16FC Saturday 3:30pm Market # 122 Santa Barbara, CA
54. K42IT Friday, 6pm Market # 122 Yakima WA.
55. KENWDT Monday 3:30pm Market # 130 Amarillo, TX  
 KENWDT3 Sunday 9:30p
56. WUNJDT Thursday 9:30pm Market # 132 Wilmington, Del.  
 Sundays 10:30pm
57. WCBDT2 Sunday 6:30pm Market # 133 Salisbury
58. KOZJDT Wednesday 1pm Market # 149 Joplin-Pittsburgh, KS

59. WUSIDT	Saturday 6:30pm	Market # 154	Terre Haute, IND
60. WOUCDT2	Friday 7:00pm	Market # 158	Wheeling, WVA
	Saturday 12:30pm		
	Thursday 4:30pm		
61. WMECDT	Sunday 1:30pm	Market # 171	Quincy-Hannibal
62. WLITDT3	Saturday 10pm	Market # 176	Jackson,
Tennessee			
63. WNPIDT	Thursday 12:00pm	Market # 177	Watertown
64. WPBSDT	Watertown as well...check this to see if satellite		
65. WVPTDT	Thursday 7:30pm	Market # 178	
66. WVPTDT	Thursday 7:30pm	Market # 178	Harrisonburg
WVPYDT	(same time)		
67. WKYUDT	Monday 9pm	Market # 182	Bowling Green
68. KOABDT	Friday 6pm	Market # 192	Bend, Oregon
69. WCMLDT2	Friday 12:30pm	Market # 208	Alpena



**north lake tahoe**

Chamber | CVB | Resort Association

**COMMITTEE: Lodging**  
**MEETING DATE: March 7, 2013**  
**BOARD MEMBERS PRESENT: Eric Sather**

**ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:**

Action item to staff (Emily): Have Jeremy do a presentation at next Lodging Committee meeting regarding MTS and the ski shows he has attended.

Action item to staff (Andy) to add as an agenda item for next Marketing Committee meeting.

8.2 M/S/C (Beck/Williams) (5/0) to approve the removal of dollar signs on the [gotahoenorth.com](http://gotahoenorth.com) website.

**MOTIONS MADE/VOTE:**

3.1 M/S/C (Milani/Williams) (5/0) to approve the agenda as presented.

4.1 M/S/C (Williams/Milani) (5/0) to approve the Lodging Meeting minutes from November 1, 2012.

5.1 M/S/C (Beck/Williams) (5/0) to approve the Lodging Meeting minutes from January 10, 2013.

6.2 M/S/C (Milani/Williams) (5/0) to re-elect Christy Beck as Lodging Committee Chair for 2013



North Lake Tahoe Resort Association  
March 28<sup>th</sup>, 2013

BACKGROUND

Subsequent to discussion between Staff and the Executive Committee, the NLT Chamber/CVB/Resort Association has been tasked to create a Destination Marketing Taskforce to assist the Marketing Committee and Board in the review and recommendation of a long-term destination marketing strategy. Over the years, the NLTRA along with our Cooperative partner the Incline Village/Crystal Bay Visitor Bureau has been tasked to market the overall North Lake Tahoe region to the traveling consumer. These efforts have taken on many forms in various markets. Over the years resources have been allocated to traditional drive, destination and new market development along with important cooperative programs such as Ski Lake Tahoe, the Regional Marketing Committee, California Snow and others. Resource allocations have traditionally been based on market forces and available media voice.

This taskforce will work to determine a recommended destination marketing strategy along with a process for allocation of available resources. It is anticipated that the committee will meet approximately 3-4 times over the next 6 months to complete this project.

The taskforce will be established with the following participants:

- 3 Marketing Committee Members
- 1 Lodging Committee Member
- 1 NLTRA Board of Director

SITUATION

Staff is requesting three members of the NLTRA Marketing Committee be appointed by the committee to participate in this taskforce.