



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, March 25, 2014 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Eric Brandt, Heather Allison, Julie Maurer, Cara Whitley, John Monson, Becky Moore, Brett Williams and Marguerite Sprague

**RESORT ASSOCIATION STAFF:** Andy Chapman, Jeremy Jacobson, Ginger Karl and Anna Atwood

**OTHERS IN ATTENDANCE:** Liz Bowling, Nick Wootten, Katie Nunez, Kirsten Guinn, Shelley Fallon, Joy Doyle, Amanda Burke and Nate Burch

#### **I. MEETING OF THE MARKETING COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The Marketing Committee meeting was called to order at 2:16 pm by Chair Heather Allison and a quorum was established.

##### **2.0 PUBLIC FORUM**

- 2.1 No public forum.

##### **3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 Andy requested that we move item H. Departmental reports after item D.
- 3.2 **M/S/C (Williams/Moore) (7/0) to approve the agenda with the above amendments.**

##### **4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 25, 2014**

- 4.1 **M/S/C (Maurer/Williams) (7/0) to approve the Marketing Committee minutes from February 25, 2014**

##### **5.0 REVIEW OF WINTER CONSUMER MARKETING EFFORTS AND RESULTS – NICK WOOTTEN**

- 5.1 Due to technical difficulties Nick will share his presentation at next month's marketing committee member. Nick offered the committee to do a webinar but the committee members preferred waiting until next month.

Nick shared the highlights of the 3 campaign this winter; Northern California, Southern California and the Current Condition Campaign. The Current Condition Campaign in January was to promote the North Lake Tahoe ski product and to combat the negative perceptions in the market place regarding the ski conditions.

Some of the winter highlights included:

- TV – Comcast: 2,981 bonus TV spots, 50.5% reach at a 5.2 x frequency with key programming: Warriors in-game, The Grammys, Conan O'Brian & The Walking Dead

- Online/Digital (Northern California): 8 million impressions for \$77k. at a \$9.60 average CPM. Digital efforts delivered over 21k clicks at a CTR of 0.33% (3x industry average), leading to over 5k landing on the Cool Deals page. The top performers were: TripAdvisor, Pandora and Spotify.
- Online/Digital (Southern California): 17 million impressions for \$103k at a \$6.50 average CPM. Digital efforts delivered over 30k clicks at a CTR of 0.18%, leading to 11k consumers landing on the Cool Deals page. The top performers were: Expedia, Pandora & Open Snow.

Julie questioned Nick the success of the radio for the Rebuttal Campaign. Nick shared the digital banners were a great success but he would have pulled back a bit on the radio. John question what was on the billboard in Mammoth and Nick shared it was "When you Go Farther North. You Can Say You Went Big. Even If You Didn't." Nick shared the locations for the billboards are extremely challenging as the high profile billboards books out on an annual basis and the secondary options are all clustered together. He recommended that we do a more research on what opportunities we have and what trigger points are available in the Out of Home market for next year.

## 6.0 DISCUSSION ON SUMMER 2014 CONSUMER MEDIA DIRECTION – NICK WOOTTEN

- 6.1 Nick gave a recap of last summer's media plan. The focus was to utilize our media to some of the key areas where we saw success. The plan included:
- TV – Comcast Spotlight
  - Out of Home (OOH): CBS Outdoor – Bulletins and Posters
  - Digital – Pandora and TripAdvisors
  - Search

The creative was focused on celebrating the universal truth that there is no summer in San Francisco and being risky but still respectful at the same time. Nick shared the campaign was excellent and it received a lot of social media feedback and it recently won the Gold Addy Award for best OOH in San Francisco.

Andy shared the budget process with the committee and stated the current budget year includes resources available for consumer marketing during the May – June period. He asked the committee to provide direction on the 2014 summer plan.

- 6.2 A committee member question Nick about the Visit California coop opportunities. Nick shared there are two different programs in place. One is a national program and the other is a more California focused program but in addition to California you pick 4 states. The buy in is \$12,000. Nick shared it's all digital banners.

Some of the committee member's comments and direction for this year's summer media plan:

- Time to look outside our traditional market and focus more on the destination market
- Play on the heat message instead of the fog in areas like Las Vegas, Phoenix and Dallas
- With the size of the budget, how impactful can we be going into an immersing market?
- Opportunity to capitalize on "We are going to have a lake with water in it"
- A committee member questioned with a change of focus how long does it have to be in place before we can accurately assess the effectiveness? Andy and Julie shared from a consumer perspective it's about 3-5 years
- If we do focus on Northern California let's look at our strike zone for late August
- Keep the focus on our "bread and butter" market in Northern California
- Air lift and value opportunity
- Don't abandon the Southern California market – they don't stay at the beach for their vacation

Nick shared it would be interesting to do a market research for North Lake Tahoe winter vs. summer destination. He shared with winter destinations people clearly know what they are looking for but we have a lot more layers to overcome in the summer as we are competing with more regions.

The committee members gave directions to Nick to look at a couple of different scenarios and also a potential market research opportunity.

1. Destination Focus (Outside the Bay Area) – a few different options and we will also look at some flight analysis
2. Bay Area – Focused on human powered sports, water and activities

Eric reiterated from a Boards perspective that it is the role of this committee to make the best decisions possible to start thinking of a well thought out 2 – 3 year strategy.

**Action to staff (Andy): Check to see if the Reno Tahoe Airport can do an up-to-date report on how air will look like this summer.**

## **7.0 DISCUSSION AND POSSIBLE RECOMMENDATION TO NLTRA BOARD ON BACC COMMITTEE \$50,000 PRODUCT DEVELOPMENT PROGRAM – BACC REPRESENTATIVES**

7.1 Andy shared there was \$50,000 set aside from the fund balance carry-over for a product development program by the BACC Committee. Amber Burke and Nate Burch presented the scope of work and details regarding the two campaigns they have focused on:

1. High Notes: \$20,000 – Promote the variety of live music events taking place around the North Shore of Lake Tahoe in the summer season. Geared specifically to those looking for live music experience, this campaign would strengthen the already existing NLTRA program by bringing it in-market with the same recognizable creative. Amber shared the media plan includes: radio, print media, TV and printed materials.
2. Peak Your Adventures: \$30,000 - This is the summer campaign to "Touch the Lake". The purpose is to promote North Lake Tahoe activation over Memorial Day Weekend, activity through June and to specifically drive summer visitors to the mountain, shopping destination resorts – Squaw Valley and Northstar California while also increasing engagement on the North Lake Tahoe Facebook page. Nate shared the allocation of funds including: Contest Platform/Application Development, Campaign Set-Up, Facebook, Twitter, Instagram Ads, PR/Earning Media & Advertising and Campaign Management,

Andy shared this is to market to the visitors that are already in market. Andy also shared that URL call to action for the Touch the Lake Campaign does end up on the GoTahoeNorth website. Julie questioned why there were not any media that spills into Reno. Andy shared our budget already included media in Reno, Sacramento and San-Francisco.

**7.2 M/S/C (Maurer/Williams) (8/0) to recommend for Board Approval \$50,000 for BACC Product Development Program**

## **8.0 DEPARTMENTAL REPORTS**

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

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

**8.3 Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet. Jeremy has been busy with scheduling appointments for Mountain Travel Symposium and Pow Wow. He also hosted Visit CA Global Ski Fam with product managers, directors and sales associates in attendance from Mexico, Brazil, Australia, New Zealand and the UK. He has also been busy putting together a North Lake Tahoe Nordic Committee beginning first with a community-wide strategy discussion.

**8.4 Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. Judy shared she is heading to the NASC next week and she has 16 appointments confirmed. She also reported that the Special Event Grant Funding round two is coming up and the deadline to submit is April, 15, 2014. John Monson shared she should look into the ABC (Athletic Business Conference) Conference as there may be some opportunities there.

- 8.5 Web** – Shelley is gone this week. Her report is located in the departmental section of the Marketing packet. Shelley shared she is busy with posting, updating and changing events.
- 8.6 Social** – Liz shared her report located in the departmental section of the Marketing packet. Liz shared she is focused on summer planning and has been working with Andy on summer initiatives. There will be another summer eBook that will be focus on human powered sports and all the different activities summer has to offer.

**9.0 COMMITTEE MEMBER COMMENTS**

9.1 No committee member comments.

**10.0 STANDING REPORTS**

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

- MARCH MTRIP REPORT
- MARCH RENO TAHOE AIRPORT REPORT
- MARCH WEB/GEO TRACKING REPORT
- MARCH LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

**11.0 ADJOURNMENT**

11.1 The Marketing Committee meeting adjourned at 4:15 pm.

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