



north lake tahoe

Chamber | CVB | Resort Association

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TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, March 27, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Nicole Reitter, Christine Horvath, Todd Jackson, Becky Moore, Melissa Panico,

RESORT ASSOCIATION STAFF: Daphne Lange, Amber Burke, Cindy Gustafson, Sarah Winters, Jason Neary

OTHERS IN ATTENDANCE: Shelley Fallon, Erin Casey

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:02 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Brandt/Moore) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 27, 2018

M/S/C (Panico/Reitter) (4/0 – Brandt and Moore abstained) to approve the meeting minutes from February 27, 2018.

5.0 REVIEW AND POSSIBLE APPROVAL OF REALLOCATION OF EVENT BUDGET – AMBER BURKE

NLTRA sponsored Pops in the Park in 2017 and had positive engagement with the East Sacramento audience. The opportunity has been presented again and there is remaining funds in the event budget which can be reallocated to cover the cost. The Autumn Food and Wine brand has not been refreshed in 10+ years. The intention is to freshen it up without compromising the brand recognition. A quote has been received from Augustine Agency to provide three logo recommendations. Funds that were originally allocated to the 2018 Amgen Tour of California, \$22,000 are available for reallocation. There will not be a financial impact to the overall budget amount.

Comments:

- Will funds roll over to next Fiscal Year if unused? Amber stated it will not roll over.
- Becky recommended handing out hotel coupon codes at Pops in the Park or a short 4 question survey.
- Enter to win contest to capture e-mail addresses.

- Eric argued that it should not be necessary to remind the Sacramento population that Tahoe is the place to beat the heat. He recommended holding the funds for other considerations.
- Amber shared that some of the ideas and suggestion for the event strategic plan is to look at

6.0 SPECIAL EVENT GRANT FUNDING PROGRAM – AMBER BURKE

7.0 REVIEW AND DISCUSSION OF NLTRA GUIDING PRINCIPLES – DAPHNE LANGE

8.0 REVIEW AND DISCUSSION OF SMARI ADVERTISING EFFECTIVENESS & ROI PROPOSALS – DAPHNE LANGE

9.0 DEPARTMENTAL REPORTS – AUGUST (All Standing Reports and Departmental reports can be found at: http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1)

- Conference Sales Leisure Sales
- Events & Communications – Amber Burke
- Website Content – Shelley Fallon
- Public Relations – The Abbi Agency
- Advertising – Augustine Agency

10.0 STANDING REPORTS

- Destimetrics August Report
- RTIA Passenger and Cargo Report
- August Conference Activity Report
- August Lodging Referral Report

11.0 COMMITTEE MEMBER COMMENTS

- No member comments.

12.0 ADJOURNEMNT

Meeting adjourned at 3:30 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association