



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787

AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Tuesday, March 31st – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City

Mission of the North Lake Tahoe Chamber of Commerce

"to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

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

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 Chamber of Commerce Advisory 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 minutes)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Chamber of Commerce Meeting Minutes – March 3, 2009 (2 min)
- E. Chamber Program and Project Updates – Kym Fabel (15 min)
 - Upcoming Chamber Events & Projects
- F. Status Report on FY-2009/10 Community Marketing Grant Funds That Remain Available for Expenditure (25 minutes)
- G. Status Report/Discussion – Outcomes and Next Steps – Marketing Workshops Further Development of ROI Report on Community Marketing Grant Program (25 minutes)
- H. **Committee Workshop** - Soliciting Input re: Developing the Draft Update for the FY-2009/10 Chamber Business Plan (45 minutes)
- I. Committee Member Reports/Updates from Community Partners (5-10 min)
- J. Adjournment

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

Debra Darby-Dudley
Alex Mourelatos
Graham Rock
Dave Wilderotter

Committee Members:

Justin Broglio, Tahoe City Downtown
Association
Jan Colyer, TNT/TMA
Joy Doyle, Northstar Village Retailers
Liz Dugan, Squaw Valley Business
Association
Sherina Kreul, Bank of the West
Heather Leonard, Tahoe Maritime
Museum
Cheri Sprenger, North Tahoe Business
Association
Kay Williams, West Shore Association
Mike Young, Dickson Realty

County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member

Posted and emailed March 26, 2009



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

March 3rd, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Cheri Sprenger, Justin Broglio, Michael Bennett, Joy Doyle, Deb Dudley and Alex Mourelatos (9:55 a.m.)

RESORT ASSOCIATION STAFF: Steve Teshara, Kym Fabel and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:12 a.m. by Chair Cheri Sprenger. A quorum was established at 9:55 a.m. with the arrival of Alex Mourelatos.

2.0 PUBLIC FORUM

- 2.1 No comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 The Chamber Advisory Committee agenda was approved by Committee consensus with the amendment to move item F to follow item H.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 M/S/C (Mourelatos/Colyer) (7/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of February 3, 2009 as presented.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events. She reported that she attends the weekly Tahoe Bonanza meetings in Incline Village. She said the SnowFest fundraiser/mixer at Gar Woods had fewer attendees than last year, but was still a success. She said the Community Awards Dinner was very successful; there will be an ad in the Moonshine Ink listing all award winners. Kym sent a second survey to this year's Leadership class; the participants enjoyed the venue and all the speakers. There were 11 new members in the month of February, bringing the total to 658 members. There will be a series of Chamber Education programs in March featuring Plumas Bank on March 12 regarding securing small business loans; on March 19, Smith and Jones will discuss web site optimization, and Pettit Gilwee will discuss how to write news releases and free promotional information; on, March 26, Michael Bennett from the Sierra Sun will discuss Advertising and Marketing 101; and on

April 7, PWA will discuss 401K and commercial liability. All programs will be held at Sawtooth Ridge Cafe.

- 5.2 Kym reported on the results of the Business Survey over the President's Week holiday period. Most businesses responding indicated there were fewer customers; customers spent less, and overall business was down compared to last year. The number one strategy that businesses used to expand marketing and promotion of their business was to enhance or update their website. Pettit said lodging properties' bookings were down 30% compared to last year at a forum she attended in South Lake Tahoe.

6.0 COMMUNITY MARKETING PROGRAM GRANT ROI REPORT BY THE NORTHSTAR VILLAGE RETAILERS ASSOCIATION – JOY DOYLE

- 6.1 Joy Doyle distributed a copy of the Northstar magazine that was created and distributed with funding from the Community Marketing Program Grant. Although 17,500 magazines were projected to be produced, 43,000 pieces of the collateral were actually produced. She said Northstar has received a lot of great feedback from customers and guests regarding the magazine. The retailers are also very happy with the piece. The back cover was sold as advertising.

7.0 COMMITTEE DEBRIEF AND DISCUSSION – OUTCOMES OF FEBRUARY 24TH JOINT WORKSHOP INVOLVING THE CHAMBER ADVISORY COMMITTEE, NLTRA MARKETING COMMITTEE AND THE NLTRA LODGING SUBCOMMITTEE

- 7.1 Deb Dudley discussed the workshop on February 24th. She said the results and actions from last year's workshops were discussed. There was also discussion regarding the purpose/goals and input process. Workshop participants then had the opportunity to discuss the NLTRA Marketing Process; Deb noted there was much discussion regarding events marketing. Steve said there will be a separate workshop that discusses and defines events. Deb said there was also discussion regarding the website. Cheri added that there was a lot of discussion regarding the Wedding and Honeymoon Association and ROI received from the Association. Cheri feels there should be a way to make it easier for the community to receive information such as the results of the "N" research study. She said that GoTahoeNorth could be the go-to web site, but the web site needs to be updated more regularly.
- 7.2 Cheri said she feels the message of the community marketing grant program is being heard, but she thinks there is still some resistance. She said this Committee needs to continue to build on the presentation of why the Community Marketing Grant Program is important and create a report on ROI received from the grant program. Deb said that rather than resistance, she feels that some members of the Marketing Committee think there should be more synergy of working together to create more consistency in items such as the community maps. Deb Dudley said she has a file that has all the logos and information that she will send to members of the Committee.
- 7.3 Steve Teshara said that on next month's Subcommittee agenda, there will be a discussion item related to CMP grant dollars that are not going to be spent in this cycle. Kym added that both Trails and Vistas and Melting Man will not be accepting the grant money (in the amount of \$1500) since they did not meet grant requirements. There has also been a \$3000 grant request submitted by Lake Tahoe Music Festival, but the request was submitted after the deadline. Kym also reported that Dave Wilderotter has suggested using the remaining \$1500 to support the Kings Beach and Tahoe City free concerts. Steve

suggested that the Committee publish an official notice regarding the remaining grant money. Justin asked Kym to confirm with Trails and Vista and Melting Man that these monies will be recycled. He also suggested modifying the application process to note that \$250 - \$500 will be awarded to chosen applicants. He suggested that the Subcommittee review applications at the May 5th meeting, instead of asking each applicant to present. Joy said that we should also explain that this is not a new grant, but money left over from events that did not meet criteria. Cheri said we should review the CMP process mid-year in order to continue the education process.

- 7.4 Alex Mourelatos said he came into the Joint Workshop with skepticism that we had not achieved actions based on feedback from last year. He said he feels that actions have been taken on much of the input received. He said the Committees and the community need to give the NLTRA staff the benefit of the doubt that they are doing what the community has asked them to do. Alex also said that we need to create a true definition of events and determine if this is an appropriate area for the NLTRA to invest in.

8.0 PRESENTATION ON THE MISSION AND WORK OF THE TAHOE FOREST HOSPITAL CANCER CENTER – TOM HOBDAY AND CLAIRE FORTIER

- 8.1 Valerie Fortier said that 41% of the American public will be diagnosed with cancer in their lifetime, so this is a very important cause. Tom Hobday was formerly at the UC Davis Medical Center as Assistant Dean. He said that studies showed that people in rural communities were not receiving the same care as people in cities. He said this is part due to the fact that physicians in rural communities do not have the time or resources to stay current on medical advancements. Tom said that UC Davis was one of 12 medical schools elected to lead the charge in how to address this problem; now, there are 38 medical schools involved across the country. The goal of the Tahoe Forest Hospital Cancer Center is to set the standard for rural community cancer care in the country. The Cancer Advisory Council was created to assist in shaping the future of the Tahoe Forest Cancer Center. Tom discussed the dysfunction at other Cancer Centers. The objectives of the Tahoe Forest Cancer Program are to increase visibility to local community; provide link to disease specific centers of excellence; coordinate care with national "thought leaders", and participate in clinical trials as appropriate. Tom said there are 2,100 people in territory with cancer. The Center projected to receive 100 new patients per year, but the hospital's actually received 200-230 new patients per year.
- 8.2 Tom Hobday asked everyone to encourage any one they know who gets diagnosed with cancer to go to the Tahoe Forest Hospital Cancer Center. He also encouraged everyone to participate in any fundraising opportunities to help with construction and further development of the Center.

9.0 REVIEW OF CURRENT CHAMBER OF COMMERCE BUSINESS PLAN AND INITIAL DISCUSSION/INPUT IN PREPARATION FOR DEVELOPING PLAN UPDATE FOR FY-2009/10

- 9.1 Steve noted that a timeline regarding the Business Plan update process was included in this month's meeting packet. He said the NLTRA Board will be briefed on the process April 1. He said the CofCAC will make a recommendation at the May meeting for the NLTRA Board to review and approve in June. Steve reviewed the current Chamber Business Plan Objectives and Action Plans. The Chamber Business Implementation is presented each month at the Committee meeting by staff.

- 9.2 Jan Colyer asked about the progress of the Welcoming Places program. Steve reported that no one qualified has been available to conduct training. Bruce Anderson previously trained several community members on the program. He said that at the Chamber's urging Kim Bradley (formerly of the Community Collaborative) is working with Sierra College to become an adjunct faculty in order to teach a Welcoming Places Class to be included as a module in the Customer Service Academy. Alex Mourelatos noted that he would also like to see some type of front line concierge/hospitality training put into place. There was discussion regarding if our Chamber does what other Chambers do. Steve noted that Kym was planning to attend the Western Association of Chamber Executives, but unfortunately, this did not fit into this year's budget. Kym may attend a Chamber training conference in October. Cheri suggested reviewing the Business Plan on a quarterly basis.

10.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

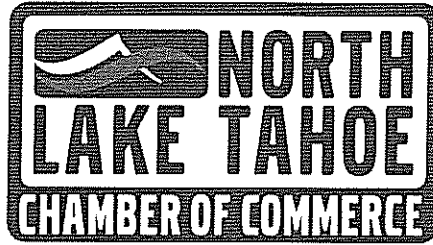
- 10.1 Cheri Sprenger reminded everyone about the Joe King Poker Tournament on Friday, March 6th. She said if you do not want to play in the tournament, you can come and watch the fun. There is also a 1920s costume contest as part of the tournament.
- 10.2 Jan Colyer also encouraged everyone to attend the Pancake Breakfast and the Dress Up Your Dog contest on Saturday, March 7th.
- 10.3 Justin Broglio encouraged everyone to attend the Rib Fest at Bridgetender in Tahoe City on Friday, March 6th. He reported that all of last weekend's SnowFest activities were very successful.
- 10.4 Deb Dudley said she met several people from outside of the area at SnowFest events. She feels SnowFest is an extremely successful series of events.
- 10.5 Michael Bennett thanked everyone for his nomination to the Committee. He said his entire staff is training not just sell newspaper advertising, but how to help clients market their business. He said they are also more than a newspaper, and he is very interested in helping the community.
- 10.6 Joy Doyle said that lift tickets at Northstar on Thursdays in March are only \$49 if you purchase online in advance. She said there are also dining and drink specials in the Village on Thursday with the Thank God It's Thursday promotion. She encouraged everyone to start their weekend early.

11.0 ADJOURNMENT

- 11.1 The meeting was adjourned at 11:00 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



March 27, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Status Report on FY-2008/09 Community Marketing Grant Funds that Remain Available for Expenditure

Background

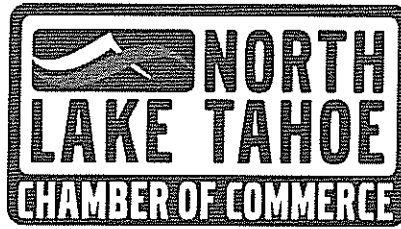
Staff has confirmed with the project proponents that the following funds, previously granted by the Committee, will not be used in this fiscal year:

Trips & Trails	\$1,000.00
Melting Man Festival	500.00

Accordingly, a total of \$1,500.00 is available for "re-granting" in the "Events" portion of this year's Community Marketing Grant Program.

Requested Action

Staff looks forward to Committee direction as to the process by which you would like to make these funds available for new grant applications.



March 27, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Status Report/Discussion - Outcomes and Next Steps - Marketing Workshops and Further Development of ROI Report on Community Marketing Grant Program

Background

Attached for your review and information is the NLTRA staff report, Executive Summary, and more detailed "outcomes" report from the February 24th Joint Committee Marketing Workshop and the March 3rd Community Workshop on marketing.

The purpose of this agenda item is to this Committee with an opportunity to prepare for the next Joint Committee Workshop, now set for Thursday, April 30th, from 1 pm to 4 pm at the North Tahoe Events Center. Staff anticipates that this Committee will want to focus on submitting a formal request to increase the "Events" budget for next year's Community Marketing Grant Program. As part of your discussion, staff also anticipates the Committee will reach agreement on ROI documentation that supports this request.

Requested Action

Staff encourages the Committee to reach agreement on how to prepare for the April 30th Joint Workshop of the NLTRA Marketing Committee, Lodging Subcommittee and Chamber Advisory Committee, with direction to staff as to how we can assist the Committee in this preparation.



North Lake Tahoe Resort Association
March 24th 2009

BACKGROUND

As outlined in the NLTRA Six-Month Strategic Planning and Budget Development Process, staff has conducted two recent marketing workshops. This process, known as Budget Building Blocks, is designed to give staff, committees and the board planning insight for marketing direction and budget development for FY 2009/10 and beyond. These two workshops are in addition to the other activities conducted that will be considered during this budget process.

PRIOR MEETING DATES

1. Community Marketing Workshop Summary – February 28th, 2008
2. Community Marketing Workshop Presentation – March 25th, 2008
3. Marketing Committee Meeting – May 27th, 2008
4. Advertising Awareness Interim Study – March 2008
5. Consumer Focus Group Summary – May 2008
6. Marketing Committee Meeting on Future Marketing Direction – July 29, 2008
7. NLTRA Board Meeting on Consumer Marketing Annual Plan Outline – August 6, 2008
8. Marketing Committee - January 6, 2009
9. Marketing Committee – January 29, 2009
10. Marketing, Chamber & Lodging Sub Committee Meeting – February 24th, 2009
11. Community Marketing Workshop – March 3rd, 2009

FUTURE PROPOSED MEETINGS

Additional planning meetings as outlined in the Six Month Plan are:

1. Marketing Committee – March 24
Review input, discussion and further direction to Staff regarding development of proposed Marketing Plan and Budget for FY 2009/10.
2. Board of Directors – April 1
Status Report and Board discussion, input and further direction to Staff regarding development of the proposed Marketing Plan and Budget for FY 2009/10.
3. Marketing/Chamber/Lodging Committee Workshop – Late April
Solicit final input and direction from committee members regarding development of the proposed Marketing Plan and Budget for FY 2009/10.
4. Marketing Committee – Late April
Develop recommendation for the Board of Directors regarding the Marketing Plan and Budget for FY 2009/10.
5. Board of Directors – May 6
Discussion and possible action to approve proposed Annual Marketing Plan and Budget for FY 2009/10.

NEXT STEPS

Staff will present the outcomes of the recent budget workshops with the committee and review the areas of consensus. Attached to this staff report are the complete workshop notes. Below are the Emerging Priorities from the two workshops.

NLTRA
Executive Summary
Feb. & March Marketing Workshops

Overview

NLTRA Marketing conducted two workshops during February and March. The first workshop included members of the: Marketing Committee, Lodging Subcommittee and Chamber Advisory Committee, while the second group consisted of members of the community. The format of the meeting included an overview of progress to date by NLTRA marketing, followed by a detailed presentation of the budget and the breakdown. The group was then asked to brainstorm and give feedback on the building blocks of the budget by placing their comments directly on the budget line items. Priorities were determined by asking the group to place 3 dots on their top 3 priorities.

Summary

In both groups, the top priority that emerged was Marketing Special Events. Both groups thought that the funding to this area needed to be increased (as much as \$100k). It was discussed that this would be a strategic move where NLTRA would define a wider strike zone for events (define shoulder as well) and focus on regional bigger events that draw people to the area. An action was taken to meet with the Joint Committee to work on this strategic direction. A related priority to this was to add funding in the area of staffing to support the coordination and implementation of bigger events.

The second priority that emerged was supporting Marketing programs. They felt that the programs needed to be integrated with small business and event marketing and that more funds needed to be allocated to support this area. There were questions regarding the value of investing in the film office. This may have been due to the fact that some in the room were not aware that there had been a presentation on the ROI associated with the film investment.

Another area of focus was in the web. Both groups felt that this site needed to have a bigger presence, have search optimization, and be integrated with the numerous events and lodging in the area. Additional resources were suggested.

Finally, as a recommendation for future, it was mentioned that each program area should have an ROI associated with it so that the group could make a more educated assessment of whether to put more or less funds into the program area.

Additional comments were made regarding increasing the overall marketing budget as a percent of total budget as well some discussion on whether the conference sales program funding should be increased.

General Comments

It must be noted that the issues and priorities that emerged during this conversation were very different than last year where the key areas were branding and communications. A fair amount of time was spent in the presentation articulating the responsiveness of NLTRA marketing to the branding discussion that occurred last year. It can be implied that most folks now have a greater understanding of the marketing and branding and are pleased with the increased communication efforts. It was noted that this dialogue continue, especially with the small lodging groups who want to know more up to the minute marketing strategies so that they can determine the effectiveness.

Interestingly enough, although many were pleased with the focused efforts of targeting the Bay Area and local drive markets during this economic downturn, they wanted to see continued efforts in the key emerging Destination markets. Many wanted to see quantifiable results from the increased focus in the Bay Area market to determine if this strategy was effective.

Finally, many folks commented that they were very pleased with the map that was created and asked that this map begin to tie into the other neighborhood and community maps that are being created.

Recommendations

Streamline recommends that a meeting be held with the Joint Committee and the community to derive a special events strategy that is in line with the overall NLTRA marketing plan. Additionally, it suggests that NLTRA continue to communicate its ongoing marketing efforts to all stakeholders as it moves ahead.

Additionally, it is recommended, to the extent possible, that NLTRA consider supporting the recommendations of the 2 groups in the area of increased resources to Special Events, staffing to support these events, marketing programs (grants) and the web.

It may be prudent to have the conversation about expanding the overall marketing budget as a percentage of the total budget so that a decision (whether to move forward on this recommendation or not) can be communicated back to the groups.

Lastly, it is recommended that this exercise be modified next year to include ROI for each of the program budget areas.

2/24/09 Joint Workshop: Marketing Committee/Chamber Advisory/Lodging Subcommittee

Summary

Emerging Prioirites:

- **Marketing - Special Events**
 - 8 dots (7 comments)
 - Increase to \$100k
 - Need regional bigger events that draw people to area
 - Wider strike zone
- **General - Staffing**
 - 7 dots (10 comments)
 - Hire someone to help with event coordination and implement bigger events
 - One said more staff for web optimization
- **Marketing - Programs**
 - 7 dots (2 comments)
 - Don't see value in Film Office, increase community grants and evaluate community marketing strategies.
- **Coop – Consumer Marketing - Web – 6 dots (4 comments)**
 - Integrated picture, reevaluate \$'s, increase by \$30k, hotspot, take \$'s from destination, increase optimization, bigger presence
- **Total Marketing**
 - 4 dots (3 comments)
 - Increase as % of total TOT budget
- **Coop - Conference 4 dots (7 comments)**
 - Mixed reviews – most say more (increase from \$189K to \$250k), some say less – need to evaluate

3/3/09 Community Marketing Workshop:

Summary

Emerging Priorities:

- **Special Events**
 - 6 dots (7 comments)
 - Increase money
 - Focus on high profile events, Winter Carnival event, “can’t get elsewhere” experiences, big ROI
 - Include Snowfest & Olympic Hertiage in marketing strategy
- **Programs**
 - 5 dots (5 comments)
 - Increase money
 - Get NLTRA out of event business. Event partners tie in to NLTRA overall event strategy, shoulder season
 - Integrate with small business and event marketing
 - No large scale Film Office needed
- **Destination**
 - 5 dots (3 comments)
 - Spring skiing shoulder season efforts
 - More overall branding and coordination
 - Expand presence beyond Bay Area to air travelers

NLTRA

Joint Workshop: Marketing Committee/Chamber Advisory

Lodging Subcommittee

1 – 4 pm

2/24/09



Summary

Emerging Priorities:

- **Marketing - Special Events**
 - 8 dots (7 comments)
 - Increase to \$100k
 - Need regional bigger events that draw people to area
 - Wider stroke zone
 - (see opportunities discussion at end of notes)
- **General - Staffing**
 - 7 dots (10 comments)
 - Hire someone to help with event coordination and implement bigger events
 - One said more staff for web optimization
- **Marketing - Programs**
 - 7 dots (2 comments)
 - Don't see value in Film, increase community grants and evaluate community marketing strategies.
- **Coop – Consumer Marketing - Web – 6 dots (4 comments)**
 - Integrated picture, reevaluate \$'s, increase by \$30k, hotspot, take \$'s from destination, increase optimization, bigger presence
- **Total Marketing**
 - 4 dots (3 comments)
 - Increase as % of total budget – less from infrastructure
- **Coop - Conference 4 dots (7 comments)**
 - Mixed reviews – most say more (\$250k), some say less –need to evaluate

Detailed Capture

Total Marketing - \$1.8 million

3 comments

4 dots

Area: Re-evaluate division of dollars infrastructure vs. marketing more to _____,

Area: Funding.
Rational: Reduce overhead
Ron Parson



Area: Overall budge split
Amount: 54% to transportation and infrastructure. 41% to marketing.
Joy Doyle

NLTRA Marketing - \$267,000

1 comment
0 dots

Amount: Too little funded.
Rational: Too many regions with too little money.
Brett Williams

NTEC Conference Center - \$15,000

1 comment
0 dots

Rational: Stop funding. Not equality for other conference locales and flawed concept with little hope of success without re-development (updated lodging)

Marketing Other - \$18,500

Community Map - \$2,700

0 comments
0 dots

Fabulous Fall Event - \$15,750

1 comment
0 dots

Amount: Should be better managed to be a real festival coordination
Rational: Great opportunity
Dave Wilderotter

Can't read

Marketing Research - \$16,000

1 comment
0 dots

Area: Fully vetted community acceptance of our "strikezone" periods.
Rational: Better ability to target specific periods (which the community buys into)
Dan Tester



Autumn Food & Wine - \$88,700

11 comments

0 dots

Rational: Re-evaluate time of year, cost, focus of event.

Liz Dugan

Amount: \$75,000

Rational: Event needs re-evaluation and time of year, location(s), cost to participate, etc. Has lost focus of being a North Tahoe event to bring people here during fall. Need time. Could become a revenue generator (to a small degree)

Amount: \$0

Can't Read

Ron Parson

Topic: Autumn Food & Wine should no longer be a function of NLTRA.

Amount: \$5,000 towards promotion of the stand alone event.

Rational: If it can't survive on its own with \$ help from NLTRA, it should go away. We should not be in the business of operating outside businesses! It should be operated like Snowfest, Big blue and Concourse d'Elegance. Also, more transparency of TOT funds.

Dave Wilderotter

Amount: Lower

Rational: Should be integrated into Event Program. Should staffing be outsourced?

Amount: No change

Rational: Great program! Could it be held over a non-peak timeframe?

Les Pedersen

Rational: Change the event date to early of mid-October (more of a shoulder season time frame). Spreading the events around the North Lake Communities as opposed to packing everything at one location – more businesses and organizations benefit from market money spent by NLTRA

Heather Leonard

Make later in fall or even end of Sept. or first weekend in Oct.

Rational: Area so busy early already

Jan Colyer

Amount: Over funded, so \$60,000

Rational: Moving to Sept vs. Oct should help but very big slice of the pie

Brett Williams

Rational: Push the strike zone! This event should be weeks after Labor Day, which is already a busy, competing time. Autumn Food & Wine, not Summer Food & Wine.
Molly Fathman



Big Blue Event - \$5,000

0 comments
0 dots

Learn to Ski & Ride Event - \$5,000

1 comment
0 dots

Amount: \$10,000

Rational: Taking some of the money from Autumn Food & Wine. This represents the future of our sport and therefore impacts the attractive longevity of our region. Start them skiing, they'll come back.
John Monson

Sales Calls - \$2,000

0 comments
0 dots

Promo Items - \$2,800

0 comments
0 dots

* Re-address %'s

- Infrastructure
- Marketing
- Chamber

*Assess Wedding/Honeymoon

- Membership
- Effectiveness
- List of People

Programs - \$114,400

2 comments
7 dots

Can't read
Ron Parson

Community Marketing = \$50,000

3 comments

0 dots



Rational: Can't Read

Ron Parson

Amount: Delete in current form

Rational: Fragmented effort. Little impact

Amount: Higher. \$50-\$100,000

Rational: Need to support marketing efforts of BA

Alex Mourelatos

Community Event Grants - \$10,000

5 comments

0 dots

Amount: From \$10-\$50,000 incorporating special event grants

Rational: Put it where people want it. Promote and incubate

Dave Wilderotter

Amount: \$50,000

Rational: Need to truly support new events/activities and help improve on events that are here already. Just need assistance to build a foundation. Quality activities are more critical than ever to bring repeat traffic to area.

Amount: Delete

Rational: Too little dollars to make any impact.

Amount: Increase to \$50,000

Rational: There are many events that would benefit from marketing assistance. The Business Case and evaluation process with the requirement to come back and present ROI will help ensure better quality and more events to attract visitors. Budget to help provide additional/program services would also be required.

Alex Mourelatos

Amount: \$25,000

Rational: Let's give the community some more credit. They can generate some great ideas and we could/should support them to a higher level. Maybe steering allocations to shoulder season.

John Monson

Placer/LT Film - \$54,000

7 comments

0 dots

Amount: \$35,000

Rational: Hasn't seemed to give ROI to other programs



Amount: \$40,000

Rational: Important to be sure, but \$54K seems steep. If a shoot is looking for a high alpine lake, they may very well already be thinking of Tahoe.

John Monson

Amount: Evaluate benefit – is our share of cost correct?

Rational: Delete funding. Greatly reduce. Little ROI.

Amount: Higher Community events grants. Lower Placer Lake Tahoe film

Rational: We don't see much from the film sector and I know we (as Squaw Valley Business Assoc.), could benefit greater from grants.

Christy Beck

Rational: Every request for potential film shoot comes directly to us. Not sure what the role is or why we need it?

Deanna Gescheider

Amount: Lower. \$5-\$15,000

Rational: I recommend considering reducing this and increasing community event grants.

Joy Doyle

Special Events - \$15,500

7 comments

8 dots

Amount: Higher, \$100,000

Rational: Staffing, not volunteers. Dedicate sporting money makers.

Area: Staffing special events

Amount: Re-organize to remove Autumn Food & Wine and replace with "in-house" web master and special events advocate. Also, more transparency.

Rational: Money is better spent

Dave Wilderotter

Area: Regional events. Have a staff function to bring in and facilitate regional events.

Ron Parson

Area: Snowfest/Lake Tahoe Music Festival, etc.

Amount: \$30-\$50,000

Rational: Find a way to fund large established events that bring quality PR opportunities and large amounts of people to various areas of NLT.

Amount: More money. \$30,000. Need events to widen the strike zone of the high season.



Amount: + \$100,000 our of infrastructure
Rational: To attract more events and support current events.
Deb Dudley

Need to take a serious look at how we address events in general. Evaluate Autumn Food & Wine against expenditure. \$88,000 + \$10,000 grants if all combined what would we could we do to make more of marketing with event, PR and event support, plus _____ of event. What should our standards be?

Co-Op Marketing - \$872,000

1 comment
0 dots

Topic/Area: Need to decipher
Rational: Need to decipher
Ron Parson

PR - \$89,000

2 comments
0 dots

Area: Excellent investment. Expand effort

Area: Add responsibilities to provide support to events
Amount: Possible increase or modify priorities
Rational: Part of an Event Program strategy
Alex Mourelatos

Leisure Sales - \$111,000

0 comments
0 dots

Conference Sales - \$189,000

7 comments
4 dots

Amount: \$175,000
Rational: Way to find finding for other needs – research today tells that this segment is not spending as much today

Area: Co-op marketing conference sales



Amount: \$200-\$250,000

Rational: Additional funding for conference business to support shoulder season business and auxiliary conference business spending.

Greg Holiat

Amount: \$250,000

Rational: Increased number of guest rooms in 2009/10 with the new Ritz will provide the opportunity to grow TOT and the County's contribution to regional marketing.

Les Pedersen

Rational: Increase staffing to _____

Ron Parson

Amount: Add additional resources to focus on group sales within the region.

Rational: Need to shift to compete more aggressively pursue leads in this increasingly competitive space.

Alex Mourelatos

Area: Conference of leisure sales

Amount: Increase by \$10,000 contribution/segment allocated specifically for pursuing, attracting and booking participatory sporting events.

Rational: On-target with outdoor/active enthusiasts, this is a \$54 billion industry that generates \$300,000 per event. If we can secure the infrastructure with Parks & Rec, we should go get the business.

John Monson

Misc. Co-Op Programs - \$298,000

Sierra Ski Marketing Council - \$93,000

6 comments

1 dot

Rational: Generally in favor as it leverages our funds. Hard to give ROI.

Julie Maurer

Amount: Same

Rational: Working

Dave Wilderotter

Amount: TBD

Rational: Allocate a chunk of this to align with Parks & Rec. to go get participatory sporting events.

John Monson

Topic: Sierra Ski – Would like to have an evaluation of how their money is spent to see if different ways to promote area. Maybe more dollars should go there. Would like to review program.



Topic: Sierra Ski
Amount: Same
Rational: Leverage is a huge benefit

CA Snow Campaign - \$28,000

1 comment
1 dot

Amount: \$38,000 + \$10,000 to align with the state
Rational: The CTTC has secured funding from the state at an impressive level. As Tahoe is California's main winter playground, it seems we should co-op more with them.
John Monson

NLT Weddings & Honeymoons - \$90,000

6 comments
0 dots

Amount: Increase investment. No real advertising in our community. Need to promote weddings more. \$25,000 per year.

Rational: ROI should show exact number of weddings booked through Association, based on solid fact and not on marriage license purchase

Amount: Maintain dollars. Ask for better/clearer ROI.

Rational: Leveraged and consolidated effort that makes our destination easy to book for wedding customers.

Julie Maurer

I loved the verbal from Kay about incorporating Weddings & Honeymoons Association content into the NLTRA's website, rather than sending people to outside links. I also think that "Double Pay" into the Association is ridiculous. We didn't gain any business from the Association when we did pay the \$400, which was a huge amount for PJ.
Molly Fathman

Amount: Should follow the same campaign. The N Campaign. Shouldn't be a separate campaign.

Rational: North Lake Tahoe = Leisure, Conference, Weddings, Events. Why you come to North Lake Tahoe – one message one brand.

Amount: \$100,000

Rational: Relatively resistant market to economic downturn.
Exposes Tahoe to more destination travelers via wedding visitors.

Greg Holiat



Regional Marketing Co-op - \$50,000

3 comments

3 dots

Amount: \$60,000

Rational: Now we can make a bigger long-term impact when market is slow
Brett Williams

Amount: Same

Rational: Dollars are leveraged and important to maintain/grow air service
Julie Maurer

Amount: Same

Rational: Supporting R/T International Airport directly supports destination tourism.
Butts in seats = visitors.
Deanna Gescheider

Consumer Marketing - \$846,000

0 comments

0 dots

Drive - \$259,000

2 comments

0 dots

* Look at combined \$ of drive market. Just outside strike zone = NLTRA

Amount: Higher

Rational: For the near term (1-2 years) should increase focus on drive market
Alex Mourelatos

Area: Greater emphasis on a retail message in NorCal

Among: Higher

Rational: Sales message capitalizing on the Grand we are building (like we are currently doing with radio and internet)

Dan Tester

Web Production - \$70,600

4 comments

6 dots

* More specific. Integrated whole picture of web, wedding, conference events.



Amount: Re-evaluate. These are big dollars for maintaining a website, especially w/content management tool.

Amount: \$30,000 higher

Rational: This is the hot spot. S/B ready for updates and new things
Jan Colyer

Area: Co-op Marketing Consumer Spending, web.

Amount: Increase web percentage. Take from destination (23%).

Rational: With this economy, if your website is optimized properly, it can help to cover the destination market. Website is the most important marketing tool.

Christy Beck

Area: Co-op Marketing Consumer Spending, web.

Amount: 10%

Rational: Invest in better/bigger web presence using web analytics, SEO, usability testing, etc.

Greg Holiat

Direct Response - \$90,000

1 comment

0 dots

Amount: \$100,000

Rational: Today's needs!

Production/Promo Planning - \$133,000

0 comments

0 dots

Internet (drive destination) - \$102,000

* Web optimization on Internet

1 comment

1 dot

Amount: Higher

Rational: Take advantage of new methods and leverage consumer increasing use of web to generate awareness and act via web.

Alex Mourelatos

Destination - \$192,000

4 comments

2 dots



Area: Co-op Marketing Consumer Spending Destination
Amount: Even split with Drive market
Rational: Need to gain destination market share from International travel and longer stay destination travel. Need to compete with Whistler, UT, CO, as a major destination.
Greg Holiat

Area: Loss Broad Destination
Rational: Cant' read
Ron Parson

Amount: \$250,000
Rational: Increased spending in long haul markets will grown lodging, dining and retail revenues and make us more competitive with other mountain destinations like Vail, Aspen, etc.
Les Pedersen

Area: Co-Op Marketing Consumer Spend
Amount: Less in destination, more in Internet and web
Rational: With all the economic issues we will be facing the coming year, I think people will be driving to their vacations, staying only 2 nights.
Christy Beck

Reserves – Tactical Marketing

3 comments
2 dots

Area: Consumer Marketing Contingency
Amount: \$25,000
Rational: Keep funds available for situations that require reaction (i.e., Dew Tour, 9-11, gas prices)

Area: Reserve/Tactical Fund
Amount: Lower. Contracted reserve to 10% of budget. Create a new line item as a tactical fund that will e spend in year to react to opportunities and challenges.
Alex Mourelatos

Area: Tactical Marketing
Amount: 5% allocated from the current 15% budget reserve.
Rational: Adapt to conditions quicker
Brett Williams

Staffing Recs.

7 dots
10 comments



Amount: Pricing web "in-house"
Rational: Cheaper, better, quicker
Dave Wilderotter

Rational: Full time event coordinator that helps foster all events.
Deb Dudley

Staff member or staff time directed towards bringing events and activities that people have to participate in. (sporting events, x games, marathons, bike races)

Amount: Higher

Rational: NLT is missing out on these event opportunities because it isn't being made a priority. Event organizers are choosing similar locations/competitors like Vail, Park City.
Heather Leonard

Consider adding a staff position that oversees event/marketing program management, assisting individual event producers and collectively and cohesively marketing events.
Joy Doyle

Rational: Full time web master to implement updates and social networking
Deb Dudley

Staffing program manager to work collaboratively with public agencies and private partners to attract "must attend" events. Athletic, cultural, whatever.

Amount: What ever it takes within reason

Rational: Ability to generate visitation and economic impact across "strike zones" all year.

Dan Tester

Area: Resources for Customer Experience Program (Event program management).

Rational: Consider investment in customer experience to develop shoulder season business. Consider changes in staffing and 3rd party relationships to support a shift to incubating events. This would be a program that provided a set of services to event planners. Frontline training, marketing grants, infrastructure capital, rigor in ensuring quality/business costs, provide outreach and promotional assistance, ensure cohesive messaging.

Area: Website – Improve navigation. Less clicks to reserve or click through to lodging, add links to Chamber, BA's, improve.

Amount: Re-design current support. Possibly increase budget or apply current budget differently.

Rational: Website is the critical conversion tool. Clearly most visitors research and book through the web.

Alex Mourelatos



Additional Opportunities Identified

1 comment

0 dots

1) Contact major sports events.

- People fly from all over for greater LOS

Off season

- Mountain biking
- Golf

2) Jan-March

- Winter could be shoulder for major events
- More popular to begin with

Amount: \$200,000

Rational: Need to solicit sport organizations to have their events in Tahoe. Let them promote Tahoe and run their own events. Leverage their efforts.

Nick Pullen

3) Definition of Shoulder Season

- By resort/town
- Sun-Thurs. winter
- Sun-Thurs. + weekend fall

4) Arts – Strategic direction

- Culture assets
 - Olympic heritage
 - @ 1st investment in assets
 - → \$ as destination

Area: Culture & Heritage

Rational: Tahoe visitors will be informed and can navigate their way around NLT from a cultural perspective. Idea: Create a "cultural passport". \$30 gets a visitor admission to all locations.

Heather Leonard

5) Conference – place on cusp of high season (mid June-early Sept.) Last 2 weeks of August.

- Continue to push
- Tie to major events and culture
- They have to come
- Weddings/family reunions

6) Reno – WAC Championships. Get them to stay in Tahoe

- Poetic. Supporting event \$5.4 B.
- NASC – National Association of sports commission
- Do More
 - Map – go to business, replace their maps, distribution.
 - Coordinate map – inform with individual maps. Need to list
 - Biz in my area



North Shore, TCDA, TDA

NLTRA Community Input Meeting Notes 3/3/09



I. Summary

Emerging Priorities:

- **Special Events**
 - 6 dots (7 comments)
 - Increase money
 - Focus on high profile events, Winter Carnival event, "can't get elsewhere" experiences, big ROI
 - Include Snowfest & Olympic Heritage in marketing strategy
- **Programs**
 - 5 dots (5 comments)
 - Increase money
 - Get NLTRA out of event business. Event partners tie in to NLTRA overall event strategy, shoulder season
 - Integrate with small business and event marketing
 - No large scale film office needed
- **Destination**
 - 5 dots (3 comments)
 - Spring skiing shoulder season efforts
 - More overall branding and coordination
 - Expand presence beyond Bay Area to air travelers

II. General Comments

Total Marketing - \$1.8 million

3 comments

2 dots

Topic: Transparency of marketing and when, what, where. Please inform lodges by email and evaluate their feedback.

Amount: Higher

Rationale: I do not see that a fair share of small lodges around the lake are being represented by marketing efforts.

Alvina Patterson

Topic: Infrastructure

Amount: Higher

Rationale: Need buildings to support arts/culture and for businesses/companies.

Katie Mize, Lake Tahoe Music Festival



Topic: General Budget

Rationale: To the extent possible, ROI data should be analyzed for each line item – to be considered with other factors.

Jennifer Merchant

NLTRA Marketing - \$267,000

0 comments

Marketing Research - \$16,000

0 comments

0 dots

NTEC Conference Center - \$15,000

2 comments

0 dots

Amount; Maintain

Rationale: Keep \$15,000 commitment with ROI review.

Amount: Promote new events in facility.-Eric

Marketing Other - \$18,500

Community Map - \$2,700

2 comments

0 dots

Amount: Higher

Rationale: Needs better distribution. How about incorporating a calendar of events for next year and distribute at airport. Younger Agency sells pockets for distribution.

Brit Crezee

Topic: In market piece – map and community calendar

Rationale: Single location for print in market piece that drives return visits.

Christine Horvath

Fabulous Fall Event - \$15,750

2 comments

0 dots

Amount: More money

Rationale: Link to other events to bump small business.

Amount: Higher with focus on community events and business association events.

Rationale: This is a great event with various partners that need more support.

Justin Broglio



Autumn Food & Wine - \$88,700

12 comments

2 dots

Comments on SnowFest & Autumn Food and Wine: These two events could be strong PR/marketing activities (events) for shoulder or beginning of season. March/October. Both events could be given \$25,000 on a regular basis for sponsorship/support. Need to be chamber events or other organization.

Topic: NLTRA not produce. Sell it.

Amount: Take money and spread around. Make more appropriate to Tahoe.

Eric Brandt

Amount: Increase

Rationale: Need solid shoulder season event, needs to be high end event, needs to attract regional visitors and not only locals.

Deanna Gescheider

Amount: Spread staff to other events.

Rationale: incubate other events

Jennifer Merchant

Amount; Money only for marketing efforts.

Rationale: NLTREA should not be in the event/production business. Outsource to independent, responsible for ROI and program. Should be under Chamber!

Alex Mourelatos

Amount: Decrease dramatically (\$5-\$7,000)

Rationale: Make this event stand alone and prove it can pay for itself and staff (part time staff). This should not be an NLTRA event or of NLTRA management.

Justin Broglio

Amount: Decrease. Questionable. This should be a money maker, not break even.

Rationale: How many attendees are visitors vs. locals.

Brit Crezee

Amount: \$80,000. Send to heritage tourism. Divert money to OHC/Heritage in '09/10.

Rationale: Long term investment value – 50 years.

Regional value across board.

Eric Brandt

Amount: \$25,000

Rationale: Should not be an NLTRA event. Time of event (month) needs to be re-evaluated. Should be more of a regional event.



Topic: Outsource to a promoter

Amount: Less money on individual event but more money overall to include an overall shoulder season event campaign., i.e., Fabulous Fall Festival. Include current events being offered at Lake and resorts and possibly bring in other high exposure event. Start date, Labor Day thru Oct. Include hotels, 3 nights for price of 2. Expand and coordinate what we currently have.
Carol Hester

Amount: Include staff costs in analysis
Rationale: True value assessment
Jennifer Merchant

Amount: Amount of LNTRA supported: Can it be made a more regionally balanced event? \$10,000 grants to "towns", \$90,000 NLTRA to regional, rotating?
Christine Horvath

Big Blue Event - \$5,000

0 comments
0 dots

Learn to Ski & Ride Event - \$5,000

0 comments
0 dots

Sales Calls - \$2,000

0 comments
0 dots

Promo Items - \$2,800

0 comments
0 dots

Programs - \$114,400

See below comments
5 dots

Community Marketing = \$50,000

1 comment
1 dot

Amount: Increase

Rationale: But restructure allocation and integrate with small business and event marketing.

Community Event Grants - \$10,000



3 comments

1 dot

Amount: Dramatically increase. \$25-\$50,000.

Rationale: Truly need to get the NLTRA out of the event business and let the community and professionals come to the chamber for grant funds to produce more events that can have a greater impact than the one or two heavily funded NLTRA events (Autumn Food and Wine).

Justin Broglio

Amount: Increase

Rationale: Provides seed money for events to partner who can help implement events. Tie in with NLTRA overall event strategy, i.e. shoulder season, etc.

Placer/LT Film - \$54,000

1 comment

0 dots

Amount: Decrease (\$20-\$25,000)

Rationale: Pay for part time staff to assist with filmers and shoots interested in the region. No need for large scale film office in our region with full time staffers.

Justin Broglio

Special Events - \$15,500

7 comments

6 dots

Amount: More. Focus on learn to ski and ride.

Rationale: Make this program prove its worth via ROI. What's the return for this event(s) investments to the NLTRA and north shore.

Justin Broglio

Amount: More. Expand potential high profile events, which bring in large national exposure.

Rationale: Little investment cost. Big return on exposure and attendance.

Carol Hester

Amount: More

Rationale: Need events to promote visitation, even during ski season (non-holidays)

Deanna Gescheider

Rationale: Include Snowfest and Olympic Heritage celebration in NLTRA overall marketing strategy.

Carol Hester

Amount: More



Rationale: These are gems. "Special" as in can't get these experiences anywhere else. Perfect example: Snowfest. You can also target specific groups: WAC.

Katie Mize, Lake Tahoe Music Festival

Topic: Snowfest

Amount: Add \$25,000

Rationale: Winter Carnival event that brings people to area in March (need time for PR). Should be treated as a marketing opportunity same as Autumn Food and Wine.

Topic: Special Event. Establish "known for" events for each season – athletic, art, food. Longer than weekend. Extend stay over time.

Amount: Higher

Rationale: People will travel and spend money on areas of interest. Determine presenters that bring event to communities. Examples: WAC, Dew Tour, Tour of California.

Deb Sajdak

Co-Op Marketing - \$872,000

0 comments

0 dots

PR - \$89,000

0 comments

0 dots

Sierra Ski Marketing Council - \$93,000

0 comments

0 dots

Leisure Sales - \$111,000

1 comment

0 dots

Amount: Reduce?

Rationale: Why target AVS market now that travel distances are reduced? Reallocate to Drive

Conference Sales - \$189,000

1 comment

0 dots

Amount: Consider additional money focused on off-peak.

Jennifer Merchant

Misc. Co-Op Programs - \$298,000



1 comments
0 dots

Topic: Lodging
Amount: \$10-\$20,000
Rationale: Develop more co-op advertising programs that would allow multiple small lodges to co-op and promote their town.

CA Snow Campaign - \$28,000

0 comments
0 dots

NLT Weddings & Honeymoons - \$90,000

3 comments
1 dots

Amount: \$90,000
Rationale: But require more consistency with NLTRA Co-op
Jennifer Merchant

Rationale: Build continuity, combine, and integrate.
Eric Brandt

Amount: Less
Rationale: Integrate wedding website into NLTRA website. Do not charge NLTRA members to join Association. Add weddings as part of our message. This should be a high priority this year and next as it is recession proof.
Alex Mourelatos

Regional Marketing Co-op - \$50,000

0 comments
0 dots

Consumer Marketing - \$846,000

Drive - \$259,000
0 comments
0 dots

Destination - \$192,000
3 comments
5 dots

Topic: Spring skiing shoulder season effort
Amount: \$50,000



Rationale: Unique selling proposition for destination. Value to all segments in low season.

Eric Brandt

Amount: More

Rationale: Focus on top two or three feeder markets that have air access. Need to expand presence beyond bay area.

Deanna Gescheider

Topic: Marketing destination and street markets

Amount: More coordination and overall branding of region and neighborhoods.

Rationale: NLTRA Logo on NLGRA pieces, business associate pieces, etc. Do same with websites. Same overall branding and consistency.

Carol Hester

Web Production - \$70,600

4 comments

1 dot

Topic: GoTahoeNorth.com and North Lake Tahoe Chamber.com

Amount: Maintain and optimize. Make sure dollars are used effectively.

Rationale: Links and content share and event listings with business associations and communities. Improve navigation to central resources like events/lodging. Strong, transparent statistics and analytics on visitor clicks and time spent on the site.

Justin Broglio

Topic: Website

Amount: ?

Rationale: Needs better focus on updating, keeping current, etc. Should really be main site to direct people to. Needs help/attention to be that.

Topic: Website

Amount: Improve!!! Pictures great. More money spent on content.

Topic: Website

Amount: Increase investment of skilled resources.

Rationale: Improve website, make modifications to react to opportunities, integrate with other sites and support promotional activities. Optimize.

Alex Mourelatos



Direct Response - \$90,000

0 comments

0 dots

Production/Promo Planning - \$133,000

0 comments

0 dots

Internet (drive destination) - \$102,000

1 comment

0 dots

Amount: Higher

Rationale: Direct media by mail is expensive and few read the information. Becomes dated quickly.

Deb Sajdak

Opportunities

1 comment

0 dots

Topic: Arts/Culture

Amount: Increase

Rationale: Need to develop non-sporting activities

Katie Mize, Lake Tahoe Music Festival

- Small lodging on marketing committee (Lake is missing)
 - Seats: 6-8
 - Vacation rental
 - SVB lodging
 - Marketing committee
 - Response
- Snowplay
- What is being done to integrate marketing members (small business lodging) and increase participation
 - Co-op programs, newsletters with ads, packages, cool deals
 - Email Petit!!
 - California tourism
 - General PR
- Adventure riders

Staff/Committee

1 comment

1 dot

Topic: Lodging owners are missing on marketing committee.

Rationale: You need people spending their own money. Not only executives spending other people's money.
Alvina Patterson



Community Workshop
March 3, 2009



Meeting Evaluations:

What was most valuable from this workshop?

- Good overview of all of the NLTRA programs
- Great breakdown of budget revenue and expenses
- Hearing input from various perspectives
- Opportunity to discuss and identify areas of effort and focus
- To get educated on current decisions and have an opportunity for a voice
- Communication on changing strategy

What was least valuable?

- Dots – already obvious
- All needed information
- Continued approval that Smith and Jones is doing a good job for the amount invested

Comments about the meeting process and facilitation:

- Need cookies
- Went well. Lauren respectfully handled comments
- The budget/comment process was a little vague and didn't allow us to comment on everything
- Confusing mix of "budget" emphasis verses strategy. Comment process unclear and incomplete.
- Fantastic. Vested, Could tell Streamline is committed to their clients
- Great Job. Nice planning.

Do you have a better understanding of the NLTRA marketing process and strategic directions?

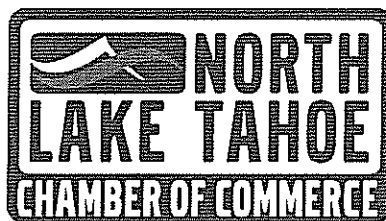
- Yes
- +/-
- Yes
- Yes!
- Yes
- Yes

Other comments:

- Need more attendees



- These meetings are good and effective. Focus more on the information you have gleaned and used
- Continue outreach in some areas on a more regular basis. Online surveys?
- Glad to know Keaven is part of your staff. She is a great writer to tap into.
- Make all this available to the website



March 27, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Committee Workshop - Soliciting Input re: Developing the Draft Update
for the FY-2009/10 Chamber of Commerce Business Plan Update

Background

Consistent with the NLTRA's adopted FY-2009/10 Strategic Planning and Budget Development Process, the purpose of this agenda item is to solicit and accept input for the purpose of updating the Chamber Business Plan for Fiscal Year 2009/10. This item will be conducted in a workshop format.

Note: We provided each Committee member with a copy of the current Chamber Business Plan as part of last month's meeting packet. Please remember to bring it with you to this meeting. It is also available to download in the documents section at www.nltra.org.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
March 16, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Summer Press Kit – researching story angles and statistics from CA Tourism and the U.S. Travel Association, drafting press kit materials.
- C. Press Trips – coordinated press trip for Anthony Aalto of Espresso magazine (most widely read Portuguese magazine in the world) and Associate Editor Marlene Goldman of Meetings Media.

II. News Releases – 7 news releases in the works

- A. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- B. Winter Fishing in North Lake Tahoe (VNR) – drafting
- C. Culinary Tourism – updating release to reflect new dining opportunities
- D. Spring Ski Events in North Lake Tahoe (VNR) – drafting
- E. Crest Café & Catering Chamber Mixer (March 19) – drafting
- F. Grant Funding Available – waiting for release details
- G. Joint Chamber Mixer with Truckee Donner Chamber (April 1) - drafting

III. News Releases – 10 news releases distributed since our February 16 report

- A. Provide Input at Community Marketing Workshop March 3
- B. A Foot of New Snow Falls in Tahoe in the Last 24 Hours
- C. Powder and Sunshine Make for Great Tahoe Skiing
- D. Tahoe's Higher Elevations Hit with Snow
- E. North Lake Tahoe Offers Best Ski Conditions (VNR)
- F. March Roars Into Tahoe, Leaves a Foot of New Snow
- G. Tahoe Gets Six Feet of New Snow in Three Days
- H. Tahoe Gets Six Feet of New Snow in Three Days (VNR)
- I. Chamber Kicks Off Small Business Seminars March 12
- J. North Lake Tahoe/Truckee Earth Day is April 18

IV. Media Leads – media requests we've responded to since our February 16 report (does not include those journalists we've actively pitched)

- A. Dallas Morning News – Walt Roessing, winter visitor stats, 2/17
- B. Meeting News – Terri Hardin, value meeting packages, 2/23
- C. Moonshine Ink – Pamela McAdoo, Community Award winners, 2/23
- D. Freelancer Laura Read – adventure guide contacts, 2/24
- E. Espresso magazine – Anthony Aalto, press trip, 2/25
- F. Northern CA Meetings & Events – Janet Fullwood, story ideas, 3/2
- G. San Jose Mercury News – Terri Hunter-Davis, art events, 3/4
- H. Weather Channel – Squaw Valley contact for avalanche story, 3/4
- I. Northern NV Business Weekly – Rob Sabo, lodging stats, 3/4
- J. Fodor's Travel (Gold Country Guide)- Pam Mitsakos, images, 3/9
- K. Nickelodeon game show – Paul Marmaro, b-roll, 3/9
- L. Wall Street Journal – Stu Woo, ski deals, 3/10
- M. Meetings Media – Marlene Goldman, press trip, 3/11
- N. CA Tourism – Amanda Moreland, girlfriend getaways, 3/11
- O. CA Tourism – Amanda Moreland, b-roll for Spike TV, 3/16