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MARKETING COMMITTEE MEETING MINUTES
July 19, 2011 – 1 pm

North Tahoe Event Center-KINGS BEACH

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Ron McIntyre, Becky Moore, Les Pedersen and Ron Parson

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Jason Neary, Jeremy Jacobson and Emily Sullivan

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

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:10 pm by Stand-in Chair Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 None

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy stated the Presentation on Website Analysis Results from Smith and Jones will be tabled until next month's meeting.

3.2 **M/S/C (McIntyre/Becky) (5/0) to approve the agenda as it stands.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JUNE 28, 2011

4.1 **M/S/C (Williams/Moore) (4/0/1-McIntyre) to approve the Marketing Committee meeting minutes from June 28, 2011.**

5.0 REVIEW OF COMMITTEE BRIEF FORM

5.1 Andy reported that a Committee Brief Form has been implemented into NLTRA's Board Packet. The new form contains motions and action items, from each Committee. The Board will use the form to review each Committees progress. The minutes will still be available online at nltra.org.

6.0 PRESENTATION ON SPONSORSHIP OF PUSH TO THE SOUTH POLE LAKE TAHOE TRAINING SESSION

6.1 Renee Kojane presented the *Push to the South Pole* expedition to the Committee. The NLTRA will be a sponsor and offer support for the *Push to the South Pole's* training event *Paddle Lake Tahoe*. This training program includes two paraplegic athletes and their trainers paddling around Lake Tahoe in kayaks

and on paddle boards. The *Push to the South Pole* is a documentary about paraplegic athletes and their expedition in the South Pole and the training involved. It is a human interest story about overcoming odds. They will be documenting the Expedition through the following ways: social media, a traditional media campaign, filming of the movie, live internet dispatches and a full production of the documentary film, *Push to the South Pole*. There are four filmed events included, one being a four day Tahoe Paddle from August 9th-12th. The NLTRA is supporting the expedition through a \$10,000 Sponsorship donation and in-kind services such as social media and PR efforts focused on the Paddle the Lake training session. Andy stated that the NLTRA will have free access to the photography and video acquired during the training session.

7.0 REVIEW OF CALENDAR OF EVENTS RSS FEED CAPABILITIES

- 7.1 Andy stated that there have been questions as how property managers can make the current GoTahoeNorth.com calendar available to their guests. Mike Williams stated the current GoTahoeNorth.com event calendar can be accessed in different ways at this time. He asked the Committee if there is a certain way they would like the calendar setup for in-market visitors and visitors conducting research on events. The Committee suggested starting out as small as possible. Presently the calendar is an RSS Feed forecasting the next two weeks of events (no one is using it at this time).
- 7.2 The Lodging Community works 30 days out and books commitments 3-6 months out. They would like to be able to distribute the calendar in a handout form for in-market visitors. The Committee suggested surveying the small lodging properties to gauge their specific needs and if they would utilize the calendar. They suggested having the ability to access the calendar without other lodging offers marketed (current calendar fed to a different URL). An outreach needs to occur after the separate URL is created to inform the Lodging community of the calendar availability.
- 7.3 The Committee suggested the ability of accessing the calendar the following ways:
- Create separate domain (without other lodging offers marketed-current calendar fed to a different URL).
 - Here and now (next 14 days)
 - Planning a trip in advance (year of events), possible discussion with Tahoe Quarterly about linking into current kiosk efforts, link to last year's events to show what occurred in the past, or a seasonal overview, list the type of events that occur in certain times of the year.

8.0 DISCUSSION OF "TOOL KITS" OPPORTUNITIES FOR MEMBERS/TOURISM BUSINESSES

- 8.1 Mike discussed the marketing "Tool Kit" for So Lo Mo (Social Local Mobile). This kit identifies the processes involved with online marketing. It would be created to help members optimize Social, Local and Mobile aspects of marketing such as Google places and Four Square. It could be promoted in-market. The Committee agreed with the idea and suggested having a seminar associated with it. Andy stated the Chamber could be the mechanism to get the message out through a packet or a seminar such as a ChamberEDucation class. The Committee suggested having it before the fall season. Mike suggested a Four Square Badge where you would go to four different ski resorts or four different bars. Andy discussed the new application that Kym has been working on with Plumas bank with cross country skiing.

9.0 PRESENTATION AND REVIEW OF NLTRA FY 2011/12 BUDGET

9.1 Andy reviewed the NLTRA 2011/2012 budget with the Committee. The Committee was concerned that the marketing for the Conference Sales has been decreased to hire a new person. They would like to have a review of the current Conference Media Plan at the next Marketing Meeting.

9.2 **M/S/C (Moore/Williams) (5/1-Parson) to use the current NLTRA FY 2011/2012 Budget as a working document**

Action: Conference Media plan review at the next Marketing meeting.

10.0 UPDATE ON PROPOSED BRAND REVIEW PROCESS

10.1 Wendy and Kerstin with Smith and Jones reviewed the NLT Brand with the Committee. Andy stated they are looking to do a Brand Review with research directed at how consumers perceive the ads, the N logo, and marketing over the next six months. In the next 30 days they will be moving forward with initial research, creating a timeline and key deliverables. They will report back to the Committee the costs, hours and resources that will be involved.

11.0 DEPARTMENTAL REPORTS-

11.1 **Advertising-** Smith and Jones reported on the marketing plan that is located in the Marketing Packet. The Conference newsletter will go out this week and the Conference planner is almost complete. They have completed a photo shoot for weddings. The Committee discussed the success of the Summerlong High Notes Music Festival and the room for growth in the future.

11.2 **Conference Sales-**The Conference Sales report is located in the Marketing Packet. This month was focused on compiling the strategic plan and action steps that will be presented next month. The addition of a new sales person will increase sales focus. The Committee was concerned about the different markets that sales efforts are focused in. They would like the Director of Sales Committee to meet in the next two weeks to select the geographic markets by vote and report the results back to the Marketing Committee.

11.3 **Leisure Sales-**Jeremy reported that he just finished up the Biggest Little City's client event with over 49 travel trade and airlines in attendance. He is departing for Australian Sales and media mission for 1 ½ weeks along with the CTTTC. He is also planning for the fall. The Committee discussed the Four Square idea in conjunction with local ski areas.

11.4 **Special Projects-**Judy reported on the Special Event/Projects. Judy has been busy working with the *Push to the South Pole* event. Autumn Food and Wine planning is in full swing and she told the Committee to make sure they list AFW Cool Deals on GoTahoeNorth.com.

11.4 **Web-**Everything is running smooth.

11.5 **Public Relations-**Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet. She is busy working on the *Push to the South Pole* event.

Action: Director of Sales Committee to meet in the next two weeks to select the geographic markets by vote and report the results back to the Marketing Committee.

12.0 STANDING REPORTS

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

- **JUNE MTRiP REPORT**
- **MAY RENO TAHOE AIRPORT REPORT**
- **JUNE SEARCH ENGINE OPTIMIZATION REPORT**
- **JUNE WEB/GEO TRACKING REPORT**
- **JUNE LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**

13.0 COMMITTEE COMMENTS

13.1 No Committee comments at this time.

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 3:31 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association