



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, April 26, 1pm
TAHOE CITY PUBLIC UTILITY DISTRICT OFFICE

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:

Deanna Gescheider
Ron Parson
Barb Cohen

Committee Members:

Heather Allison
Deb Dudley
Kevin Hickey
Julie Maurer
Becky Moore
Les Pedersen
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members
1 Lay 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 – March 29, 2011 (3 min)
- E. Update on Amgen Tour of California Efforts (20 min)
- F. Review of Target Period Strategy Plan - Agencies (30 min)
- G. Review of Finalize Summer Media Plan (30 min)
- H. Update on Mountain Travel Symposium and International Pow Wow – Jeremy Jacobsen (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing
 - o Public Relations

- J. Committee Member Comments (*5 minutes*)
- K. Standing Reports (posted on www.nltra.org)
 - March MTRiP Report
 - February Reno Tahoe Airport Report
 - March Search Engine Optimization Report
 - March Web/GeoTracking Report
 - March Lodging Referral Report
 - Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES
March 29, 2011 – 1 pm

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Les Pedersen, Brett Williams, Heather Allison, Barb Cohen, Alex Mourelatos and Deanna Gescheider

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

OTHERS IN ATTENDANCE: Alanna Crete, Wendy Hummer, Cathy Davis, Mike Williams, Shelley Fallon, Pettit Gilwee and Bill Matte

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:07 pm by Committee Chair Les Pedersen and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy would like to add an update on the Carryover funds to the agendas. There is also a correction concerning the approval of Marketing Minutes from February 22, 2011, not February 23rd.

3.2 **M/S/C (Parson/Mourelatos) (7/0) to approve the Marketing Committee agenda as it stands.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JANUARY 22, 2011

4.1 **M/S/C (Parson/Cohen) (5/0) to approve the Marketing Committee minutes from February 22, 2011. Ron and Alex obtained.**

5.0 UPDATE ON AMGEN TOUR OF CALIFORNIA EFFORTS

5.1 Andy stated that they have been busy with the Amgen ChamberED classes the past couple of weeks. The LOC is finalizing the merchandise sales and will be getting product out as soon as possible. Sponsorship sales are still in the works, with two new possible sponsors, Martis Camp and Tahoe Seasons Resort. There is the final site visit with AEG on the April 14th to review any last minute details. The LOC will be working within the communities to find appropriate community members to present awards. Andy passed out Amgen Window Welcome Stickers to the Committee. Ron asked if there was a plan to make biking and bike friendly community a part of the NLTRA brand in the future. Andy replied that there will be marketing themes in the annual marketing calendar and

biking could be a possible theme. Ron thinks that biking would be a good theme to capitalize on in 2011 on the coattails of Amgen. Alex asked how visitors are going to be informed about the Amgen Tour on May 15th. Andy replied that there is an official event guide produced by Sierra Media Group on Amgen and biking; 40,000 copies will be delivered to local businesses on April 28th. Ron Parson suggested this be added to next month's meeting and see if the Sierra Media Group could do a short presentation. Brett asked if it is possible to conduct a contest to gain a database to contact for bike inspired events. Andy stated that they are working on contests through social media to win a stay in North Shore and South Shore and Gala tickets. It is on the gotahoenorth.com facebook page. Heather questioned why Amgen is not mentioned in the biking section of gotahoenorth.com. Les stated that he just found out Martis Camp signed up as a Sponsor at the Green level.

Action: Staff to see if Sierra Media Group can do a presentation at the next Marketing Meeting Concerning the Amgen Event Guide.

6.0 UPDATE ON BOARD ACTION ON ADVERTISING AGENCY RFP PROCESS

6.1 Andy reported the Advertising Agency RFP process has been put off for a year due to hiring a new CEO for the NLTRA. The Co-op Committee has agreed with this decision.

7.0 REVIEW OF SPRING/SUMMER MEDIA PLAN

7.1 Cathy and Wendy presented the Summer Media Planning Document. Alex asked if they ever researched having bus skins created. Wendy stated that there is only a certain amount of funds set aside for outdoor marketing. Those funds are used to purchase an outdoor Billboard which makes a bigger impact than bus skins. Brett asked what marketing is targeted at events focused on the 45-and older crowd. Andy replied that events targeting the 45 and older crowd include the Wooden Boat Show, High Notes and Wanderlust. Wendy stated that there is a radio campaign kicking off in April to push the end of the season. She suggested having 'Cool Deals' in place prior to the campaign. Businesses need to list their events and 'Cool Deals' on gotahoenorth.com. Les asked if staff is looking at any other events to promote. Autumn Food and Wine is self-sustaining and he suggested Northstar take the event over. Andy replied that the next marketing campaign is the 'Spring Push' marketing spring and spring skiing. Brett suggested going after another bike related event. Les agreed and stated a mountain bike event would be a good idea to go after. He asked about the AEG, Leadville Qualifier which may happen at Northstar. Andy stated that if announced it will be marketed appropriately. There is an event marketing framework in place to market events as they come in. Alex stated that the media plan and creative messages need to be clear and consistent. Andy stated that at the next meeting he would bring a sample of marketing branding to review with the Committee.

7.2 Alex asked where destination marketing is in place. Andy replied that the main focus on destinations are currently Los Angeles and the Bay area. There is third party out-of-market advertising conducted through Leisure Sales and Conferences Sales. Wendy stated that marketing funds are spent in Los Angeles because there are 11 non-stop flights and marketing in Los Angeles has proven results. There is also not a big enough destination marketing budget to move into other markets. Andy said in a normal economic year destination marketing would have a larger budget, but right now people are not traveling as much and so increased marketing funds are spent on drive marketing. Brett suggested marketing in Las Vegas and Phoenix, Arizona. Julie stated it's important to continue marketing in Los Angeles because it is a proven success and there is a limited amount of funds to go after a new market. The creative needs to be as broad as possible when you are talking to a large audience.

Andy would like to review the specific marketing messages at the next Marketing meeting. Deanna suggested staff reach out to lodging partners to see what percent of their guests are from Los Angeles. The data can be used as an indicator for next year.

- 7.3 Ron professed concern about the age demographics and not marketing to anyone over the age of 54. Ron stated that most people over the age of 54 are more active due to not having children in the house especially during the shoulder seasons. Brett suggested having another, more relaxed (not so active related), marketing message directed towards the 54 and over crowd during the shoulder seasons. Andy stated he will review the age qualifier with Wendy and get back to the Committee.

Action: Andy stated he will review the age qualifier with Wendy and get back to the Committee.

8.0 REVIEW AND DISCUSSION ON HIGH NOTES-NORTH TAHOE SUMMERLONG MUSIC SERIES

- 8.1 Andy reported that last year the North Lake Tahoe Resort Association developed and implemented a marketing theme called High Notes-North Tahoe's Summerlong Music Series. This was a free every day Summerlong Music branding them. It was primarily funded through carryover, Co-op and Special Event Funds. Andy suggested using the same imagery and also the same physical markets for this summer's marketing plan. Ron Parson suggested creating posters of the print ads and to make sure the creative on the website is easily emailed and printed. Andy stated that they would create a special html that could be downloaded from the website. Mike said they could add a "print this page" to the website. Brett would like to have the information on a static website. Andy stated that the Summerlong Music Series was on its own sub-site of gotahoenorth.com and there were links to 'Cool Deals' from that landing page. Kym stated that all of the Business Associations are all a part of this series and she asked if Andy talked to them to see where they are marketing this. He replied that they market locally. Pettit stated that this PR effort gained a great deal of exposure with minimal effort.

Action: Staff to look at creating posters, an HTML link and a printable PDF for lodging partners.

9.0 DISCUSSION AND DIRECTION ON ADDITIONAL PROMOTIONAL OPPORTUNITIES FOR LAKESIDE BUSINESS AND SMALL LODGING

- 9.1 Andy stated that there has been discussion on how the NLTRA can help market lakeside and small lodging businesses. There are businesses struggling and even closing their doors. He is looking to the Committee to give staff direction on how this can be obtained. Barb felt the ChamberEd Amgen Series and the recent changes to the website are helpful and welcomed by the lodging community. There will be a website brainstorm session at the Lodging Committee Meeting on Thursday. The lodging community has questioned how the NLTRA assists their business. The RSCVA in Reno is looking to hire a Small Lodging Sales person; could that be a possibility for the NLTRA. Alex stated the \$550 Conference Membership fee is focused on large groups, not small groups; it's not a benefit to small lodges that are unable to book large groups. Focusing on small group sales would be beneficial to small lodging partners. Ron stated small lodges can create a co-op marketing message with a buy-in from small lodging properties. They can coordinate with each other to create cooperative media buys, such as romantic getaways and bed and breakfasts.
- 9.2 The Committee discussed having the ability of a 'live chat' option on gotahoenorth.com or a message center (Central Reservations) to help visitors

find appropriate types of lodging for their needs. Ron suggested putting a staff member in charge of lodging and having a phone service or call center. Julie stated that the availability of the internet, being marketed on gotahoenorth.com and 'Cool Deals' offer better results than Central Reservations. Brett suggested the Lodging Committee take responsibility making sure the flow chart on the lodging portion of gotahoenorth.com is functional for guests.

- 9.3 Andy stated that there was \$30,000 set aside for a Lodging Marketing Campaign. The Board and the Marketing Committee discussed the plan and decided that the message should incorporate lodging as a whole, not just small lodging. The lodging portion of gotahoenorth.com was recently revamped and 'Small Lodging' was renamed as 'Inns.' Lodging partners can now post pictures, YouTube videos and 'Cool Deals' on their property pages. Ron stated that the small lodging marketing plan was not adopted in full but the gotahoenorth.com website has been revamped and marketing messages were created and placed.
- 9.4 The Committee discussed the importance of having small lodging providers be educated by staff on the benefits of the NLTRA's efforts. Brett feels that there is a labor component from the NLTRA missing, a person that can help educate small lodge owners. Small lodge owners are too busy running their businesses. They need someone to reach out and educate them on how the NLTRA can help their businesses. Heather stated that an important part of education is knowing what TripAdvisor and Yelp are saying about their business. Ron stated that most small lodges do not participate in "Cool Deals" and miss out on other opportunities. They do not realize that they are getting leads from the NLTRA. Heather suggested putting a mini-educational series in place to educate businesses on how they can benefit from the NLTRA's efforts. The Committee discussed having Jeremy give a presentation to the Lodging Committee.
- 9.5 Deanna and Ron suggested the Property Referral Report be actual click-throughs instead of percentages. Andy replied that the report is done in percentages to protect the numbers but it can be changed. There is a monthly report that can be distributed directly to the lodging properties. Andy said he will gather the data for each property and distribute it. Barb asked staff to; make an effort when FAM trips are in town to include small lodges, write articles concerning small lodging personalities and lastly create a small lodging rack card for Jeremy to distribute during his international travels. Jeremy stated that FAM's are created through Travel Trade and small lodging would need to contract with wholesalers to participate. Pettit stated that it is a good idea to include her in any outgoing media to keep her in the loop. Brett disagrees with creating a 'Small Lodging' rack card; it should be a 'lodging' rack card instead.
- 9.6 The Committee discussed having a property liaison/advocate on staff. Andy stated that maybe a staff position needs to be formed. Brett suggested putting a short term strategy in place such as Education and a long term strategy would be hiring a staff member focused on lodging. The Committee agreed that the marketing message needs to be a diversified lodging message.

Action: Create and distribute the lodging report (ask Andy for name)

Action: Create ChamberEd annual calendar for educational classes

10.0 DISCUSSION AND DIRECTION ON JOINT MARKETING, CHAMBER AND LODGING FY 2011/12 PLANNING MEETING

- 10.1 Andy stated that he will be scheduling a Joint Meeting with the Lodging Committee, the Marketing Committee and the Chamber Advisory Committee Chamber in April.

11.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org

- 11.1 Advertising-** Alanna reported on media for February and March. The Conference Planner is almost complete at this time. Mike reported that the mobile site has been launched. There is a mobile link added to the navigation of the gotahoenorth.com homepage. They will be adding dining and activities to the mobile application in the near future.
- 11.2 Conference Sales-**Jason reported on the Conference Sales. He distributed a general overview of the Conference Sales Report to the Committee. He stated that he is still trailing behind from past years sales. Currently he has been conducting research on how a bureau works and how their leads are distributed. He is looking forward to hiring a new sales person.
- 11.3 Leisure Sales-**Jeremy reported on the leisure sales. He stated that he is going to the Mountain Travel Symposium next week. He is also busy promoting Amgen. He is working to create some international press.
- 11.4 Special Projects-**Judy reported on the Special Event/Projects. She has been busy working on the Amgen Tour. Amgen banners and a billboard will be put in place in the near future. She stated that she has been working with Northstar on Autumn Food and Wine and the Executive Chef from Hard Rock Café will be participating this year. She received Sunset Magazine as a sponsor.
- 11.5 Web-**Shelley reported on the Web report. She has been working on the wedding section of gotahoenorth.com extensively and will be working on the dining section of the website next.
- 11.6 Public Relations-**Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet

Action: Deanna suggested having goals to describe each departmental report to show the success of all of the changes that are made month to month.

12.0 STANDING REPORTS

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

- FEBRUARY MTRiP REPORT
- JANUARY RENO TAHOE AIRPORT REPORT
- FEBRUARY SEARCH ENGINE OPTIMIZATION REPORT
- FEBRUARY WEB/GEO TRACKING REPORT
- FEBRUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

13.0 COMMITTEE COMMENTS

- 13.1 Les wanted to make sure there is a big push through social media prior to the Amgen Tour.

14.0 ADJOURNMENT

- 14.1 The Marketing Committee meeting adjourned at 4:10 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association