



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, March 29, 1pm
TAHOE CITY PUBLIC UTILITIY 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 – February 23, 2011 (3 min)
- E. Update on Amgen Tour of California Efforts (20 min)
- F. Update on Board Action on Advertising Agency RFP Process (10 min)
- G. Review of Spring/Summer Media Plan (30 min)
- H. Review and Discussion on High Notes – North Tahoe Summerlong Music Series (15 min)
- I. Discussion and Direction on Additional Promotional Opportunities for Lakeside Business and Small Lodging (20 min)
- J. Discussion and Direction on Joint Marketing, Chamber and Lodging FY 2011/12 Planning Meeting (15 min)
- K. Departmental Reports
 - o Advertising
 - o Conference Sales

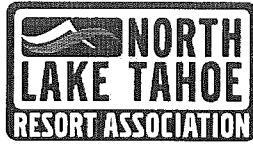
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- February MTRiP Report
- January Reno Tahoe Airport Report
- February Search Engine Optimization Report
- February Web/GeoTracking Report
- February Lodging Referral Report
- Conference Activity Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES
February 22, 2011 – 1 pm**

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Barb Cohen, Les Pedersen, Kevin Hickey, Brett Williams, Deb Dudley, Ron McIntyre, Becky Moore, Deanna Ashby and Julie Maurer

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Emily Sullivan

OTHERS IN ATTENDANCE: Alanna Crete, Wendy Hummer, Cathy Davis, Mike Williams, Dave Ferrari and Lisa Smith

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 **M/S/C (Maurer/Williams) (10/0) to approve the Marketing Committee agenda as it stands.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JANUARY 25, 2011

4.1 **M/S/C (Dudley/Cohen) (9/0) to approve the Marketing Committee minutes from January 25, 2011**

5.0 DISCUSSION AND DIRECTION ON HIGH LEVEL MARKETING GOALS AND OBJECTIVES

5.1 Andy stated direction from the Marketing Committee on the Marketing Goals and Objectives will be presented at the NLTRA Board meeting next week by Les Pedersen. He reviewed the Overall Marketing Strategies from last year; Cooperatively Promote Tourism Based on Shared Objectives, Conduct Brand Development, Conduct Market Research, Attract New Visitors to the Region while Maintaining Existing Markets, Develop Programs to Expand Peak Periods, Contingency Planning, Develop and Track an Expanded Set of Marketing Indicators and the North Lake Tahoe Marketing Cooperative. Andy asked for input from the Committee. Deb would like increased funding focused on capitalizing new events taking place (for example, Amgen) and to expand NLT as a bike destination. The Committee discussed the importance of formulating a strategy for marketing lodging. Brett believes there needs to be a liaison who communicates current events and activities to the lodging community. He would like a staff member to reach out to lodging properties quarterly to communicate

events/activities (face to face) not via email (at least at first). Barb stated that small lodges are busy managing their businesses and email may not be effective but a form of communication is important. Julie said it involves many different entities, not just small lodging. Andy stated that the Chamber Grant Marketing Program funds events to increase TOT by encouraging visitors to stay longer. The Committee discussed having a workshop or seasonal kick-off to provide information to the lodging community. The ChamberEducation program may be a good way to communicate the message.

- 5.2 Deanna suggested adding trackable goals and objectives on monthly and quarterly measurements with events, conferences and lodging. There needs to be quantifiables within the goals of the plan. Andy replied that there is an ROI measurement document produced monthly and included in the packet.

Action: Andy to bring pie charts to the next meeting explaining the percent of budgets to show the Committee.

6.0 DISCUSSION AND DIRECTION ON SMALL LODGING MARKETING EFFORTS

- 6.1 Andy reported that last July some of the small lodging providers came to the Marketing meeting stating that there has not been enough focus on marketing for small lodging. When the plan was presented to the Marketing Committee it was felt by the Committee that a more broad focus on all lodging was needed and the plan became a general Lodging Campaign instead of just a Small Lodging Campaign. Les believes that if marketing is focused on one type of lodging then it opens up a Pandora's Box with every entity wanting specific marketing focused on them. Andy distributed the past meeting minutes from the NLTRA Board, Marketing Committee and Lodging Committee discussions on the Small Lodging Campaign to the Committee for review.
- 6.2 Barb distributed the Small Lodging Marketing Campaign that staff created in September. She wanted to provide educational seminars as well as implement the plan provided in the fall. She believed that there is a quainter side of Tahoe's small lodging that needed to be promoted and thought NLTRA was on board to present that message. She recently learned that the plan has been changed to a general Lodging plan not just a Small Lodging plan and was curious why the educational seminars that were going to occur last fall did not occur. The small lodging community is questioning why things have changed from last fall. Barb stated that she has faith that the NLTRA will recognize that small lodging is important.
- 6.3 Deb said funds have been directed at small lodging by changing the website, adding small lodging to current lodging marketing messages and key-words have been purchased. Brett stated that lodging types need to be defined and then the lodging portion of the website can be more organized. Cathy stated that they were not trying to alienate any one type of lodging when they created the lodging portion of the website, and they welcome any input to make the page more effective for all lodging types. Barb stated that she appreciated the website changes. The Committee discussed the small lodging messages in print advertising. Andy stated that there is only so much real estate in the ads and the main goal is to drive people to the gotahoenorth website. Barb suggested having a picture of a small lodge on some of the ads. She feels that small lodging has been ignored for many years and she believes that if marketed properly they can increase their business and TOT funds. Brett suggested putting the Lodging Committee in charge of how funds are spent to market lodging. He stated that there is a misunderstanding what the NLTRA can provide for small lodging.
- 6.4 Andy reported that the lodging section of the gotahoenorth website has recently been updated with property video feed, 360 degree pictures and the ability to refer the consumer to book lodging online at the property websites. The new

website has only been up for a few months. "Cool Deals" receives a lot of hits and it is a good way to market lodging. There was question if the stay tab vs. a lodging tab is better on the website. Mike stated that he could gather data and let the Committee know. Andy stated that he will start sending out a monthly report of clicks that went through to each individual lodging company (the report has been out of working order) but is up and running now and he will start to send those out again. Barb was disappointed that Alvina's Small Lodging website was denied Chamber Marketing funds. Deanna would rather have money spent on key word purchases then on another URL in the marketplace. She believes that the lodging portion of gotahoenorth.com website needs to be improved. She asked Barb to allow some time for staff to improve the website and Barb's click-throughs should increase accordingly.

6.5 Barb would like a monthly seminar to the Small Lodges starting with a presentation on Amgen. There was a question what the total lodging marketing Budget is, Andy replied that there is a total marketing budget of 1.4 million (including funds from Incline) not including staff. There was a question on how TOT is collected, Andy replied that Placer County is in charge of TOT collections and they have conducted an outreach to the lodging communities to ensure that funds are being collected appropriately.

6.6 There was a conversation about splitting up the marketing budget into too many different campaigns therefore diluting the message. Andy stated that the goal is to sell the destination and in turn drive overnight stays. North Lake Tahoe is a destination and that is what people come to see. Julie stated that the marketing has not been focused on large lodging or small lodging; it is a general lodging message. Barb is concerned about the print ads with property phone numbers listed. Andy explained that the ads are a cooperative buy with each property paying \$10,000 each (above and beyond contributing to TOT funds) to be listed in those ads. Julie stated the pictures are focused on a broad marketing basis to get people to come to Lake Tahoe. Cathy stated that she and Andy have been working on a buy in with co-op ads and she suggested a smaller buy in (created by the Lodging Committee) for the small lodging community.

Action: Mike to gather data on the stay tab vs. a lodging tab on the website and let the Committee know.

Action: Andy stated to send out monthly reports of clicks that went through to each individual lodging company.

7.0 DISCUSSION AND DIRECTION ON SUMMER MEDIA PLANNING

7.1 Alana and Cathy presented the Summer Media Planning Document for the Co-op to the Marketing Committee. For this fiscal they did 50/50 % drive/destination. They are looking for input from the Committee. Andy stated the Summer Music Series is not included in this plan and will be added in the future with NLTRA marketing budget funds set aside for the plan. Les stated that the plan is print heavy and suggested moving \$40,000-50,000 out of print and into electronic marketing. Cathy doesn't suggest cutting print but would like to add funds electronically, focused on marketing themes such as "Amgen or Food and Wine." Andy said this budget reflects a \$75,000 decrease from last year because it does not include any carryover funds. Brett would like to come up with campaign names for the strike zones, and then focus on promoting different "Cool Deals" inside the different campaigns, such as; "Fall Empty Nesters," "Fall Adventure Racing" and "Fall Food and Wine." He would the Committee to research what the different campaigns should be according to the strike zones and the types of visitors during those zones. Deb stated she does not feel that the buy is print heavy because there are internet components included in the print buys. Andy stated that Wendy likes to keep a well rounded approach to media buys. Julie believed print and TV is important because it pushes internet marketing. Deb

stated that 10% of the budget spent on billboards and would like to update the billboard more, or have a digital billboard to keep the message fresh. Cathy stated that they are looking at doing an extension on the current billboard and include more in the budget to change the message more often. After discussion the Committee agreed to a balanced campaign and research should be on outdoor billboard opportunities and target periods need to be placed in themed campaigns.

8.0 DISCUSSION, REVIEW AND DIRECTION ON REQUEST FOR PROPOSAL FOR ADVERTISING AGENCY

8.1 Andy reported that the current advertising agency contract ends on June 30, 2011. This was a three year contract Andy reviewed draft RFP in the Marketing packet. The RFP was vetted by various Committees and the Co-op Board 3-years ago. The Sub-Committee created by the Co-op Committee reviews the RFP's and makes selections to present to the Co-op Committee for them to make a decision. Les asked if the Marketing Committee had any comments concerning the RFP process. The marketing Committee had no comment and looks forward to the Co-op Committee's recommendation.

9.0 DISCUSSION AND POSSIBLE ACTION ON USE OF \$199,755 IN FUND BALANCE CARRYOVER

9.1 Andy reviewed the Prior Year Fund Balance Carryover process; Placer County is now releasing the remaining fund balance of \$199,755. A minimum of 45% of the \$199,755 TOT is designated to the Co-op (\$89,890). Staff proposed the rest of the \$199,755 minus the \$89,890 should be used the following ways; \$25,000 towards the Amgen tour, \$34,00 to be used to market the Summerlong Music Series and the rest of the funding be placed in the reserve fund (15% of the marketing reserve must be maintained as per the agreement with Placer County). Brett suggested creating a marketing campaign to encourage visitors to fly in from San Diego for April. Les stated he is worried about the price of plane tickets and that plan is dependent on the amount of snow. Andy suggested using the funds to market against people going to Mammoth. The Committee discussed how to market Spring Skiing. Kevin suggested creating a Spring Festival to gain visitors. The Committee was concerned because it depends on the snow conditions. The Committee also discussed marketing the shoulder season and additional Marketing for Amgen and April events. There was discussion on how to add events to the Amgen Tour to increase multi-night stays. Brett asked how lodging partners get visitors to stay another night. Andy stated that there is a 10-Day Amgen Event Calendar that should help keep visitors in the area. Another way is to post lodging deals on gotahoenorth's "Cool Deals." The Committee directed staff upon approval by the Board to implement the staff recommendations with the inclusion of the committee's direction.

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

10.1 Advertising- Alanna reported on media for January and February the radio Snow Trigger campaign is in effect at this time. Mike reported on the website updates- removed leisure, come see flight, meeting section updates just a soft launch at this time. Wedding section is being updated and is still a work in progress, dining sorting capabilities, Cool Deals printability, the mobile site is being worked on at this time.

10.2 Conference Sales-Jason reported on the Conference Sales. The Conference Planner is in the works and it will be distributed to any group requiring information. There will be a 1000 copies run at this time.

10.3 Leisure Sales-The Leisure sales report is located in the Departmental Reports section of the Marketing packet

10.4 Special Projects-Judy reported on the Special Event/Projects. She has been focused on the Amgen Tour of California which is less than 90 days out. Judy has also been working with Brian Jones concerning a film festival held at Northstar-at-Tahoe.

10.5 Web-The Web report is located in the Departmental Reports section of the Marketing packet

10.6 Public Relations-The PR report is 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.

11.0 STANDING REPORTS

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

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

12.0 COMMITTEE COMMENTS

12.1 Becky suggested a lodging press release focused on the most romantic places to stay in NLT.

13.0 ADJOURNMENT

13.1 The Marketing Committee meeting adjourned at 3:49 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
March 29, 2011

BACKGROUND

At its February Meeting, the committee reviewed the Spring/Summer Planning document for this coming season. The committee directed staff and agency to bring a more detailed plan back for review. This plan was to take into consideration a balanced media buying approach while highlighting targeted opportunity periods. The committee also discussed the use of themes during the year to reinforce these targeted opportunity periods.

SITUATION

Staff and agencies will review the Spring/Summer Media plan for committee review and input.



North Lake Tahoe Resort Association
March 29, 2010

BACKGROUND

As the committee is aware, last year the North Lake Tahoe Resort Association developed and implemented a summer music campaign titled *High Notes – North Tahoe's Summerlong Music Series*. Carry over funds have been allocated and approved for use on this campaign. With the intent to continue this campaign this coming summer, staff and agencies will review the prior year's creative platform and media campaign

SITUATION

Staff and agencies review the solicit direction from the committee and return at a future meeting with a final plan for this summer.