

# north lake tahoe

Chamber | CVB | Resort Association

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

## AGENDA AND MEETING NOTICE MARKETING COMMITTEE

Monday, November 28, 2011

\*\*\*NOTE NEW MEETING LOCATION\*\*\*

\*\*\*NORTH TAHOE EVENTS CENTER –KINGS BEACH\*\*\*

### 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

#### Committee Members:

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

#### Placer County Rep:

Jennifer Merchant

#### Quorum

6 Board Members  
with 1 Board  
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 – October 25, 2011 (3 min)
- E. Review and Direction on North Lake Tahoe Marketing Cooperative Agreement Renewal Timeline and Issues Discussion (40 min)
- F. Update on San Diego Winter Campaign (15 min)
- G. Update on North Lake Tahoe Nordic Campaign – (15 min)
- H. Discussion on Marketing Committee Lay Member Appointment Process– Andy Chapman (10 min)
- I. Discussion and Possible Action to Cancel December 27<sup>th</sup> Marketing Committee Meeting– Andy Chapman (5 min)

J. Departmental Reports

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

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- October MTRiP Report
- October SEO Report
- October Web/GeoTracking Report
- October Lodging Referral Report
- Conference Activity Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES**  
**October 25, 2011 – 1 pm**

**Tahoe City Public Utility District Conference Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brett Williams, Ron Parson, Heather Allison, Kevin Hickey, Deb Dudley, Les Pedersen and Becky Moore

**RESORT ASSOCIATION STAFF:** Sandy Evans-Hall, Andy Chapman, Kym Fable, Jason Neary, Jeremy Jacobson, Anna Atwood, Lisa de Roulet and Emily Sullivan-Detwiler

**OTHERS IN ATTENDANCE:** Wendy Hummer, Kerstin Plemel, Mike Williams, 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 1:08 pm by Chair Les Pedersen and quorum was formed.

**2.0 PUBLIC FORUM**

2.1 Sandy introduced Lisa de Roulet as the new Director of Finances and Human Resources for the NLTRA.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 Andy stated the quorum piece on the agenda will be corrected on next month's agenda.

3.2 **M/S/C (Dudley/Williams) (7/0) to approve the agenda with the corrections noted above.**

**4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON SEPTEMBER 27, 2011**

4.1 **M/S/C (Parson/Dudley (7/0) to approve the Marketing Committee meeting minutes from September 27, 2011.**

**5.0 REVIEW AND DIRECTION OF FY 2011/12 CONFERENCE MARKETING MEDIA PLAN**

5.1 Andy stated that the comprehensive Conference Marketing Plan was created with the input from the Directors of Sales at the last two Conference Sales Sub-Committee meetings. Wendy reviewed the FY 2011-12 Conference Media Plan located in the Marketing packet with the Committee. She stated that they have increased the internet marketing in the plan from last year per the request of the Conference Sales Sub-Committee. The Director of Sales decided to focus marketing in Northern California, Southern California and Chicago. Wendy also reviewed the proposed New Media plan to the Committee.

5.2 Jason reviewed the decision process that the Conference Sales Sub-Committee took in choosing Northern California, Southern California and Chicago as the markets they wanted to focus on. The Committee asked if the Conference Sales Sub-Committee is a new/recognized North Lake Tahoe Chamber of Commerce-Convention and Visitors Bureau-Resort Association (NLTCCCVBRA) Committee. Jason stated that the Committee has been meeting informally for years but

moving forward they will be recognized as a formal NLTRA Committee. The Committee agreed with the plan and suggested Jason's direct sales efforts are focused on Chicago.

- 5.3 Jason reviewed the Conference Sales 12 Month Travel Schedule. He stated that the IMEX show was very successful. The upcoming shows he will be attending are; UC Davis Vendor Fair, the CalSAE-Seasonal Spectacular in Sacramento, the Holiday Showcase in Chicago, MILO in Reno and the HSMIAI Affordable Meetings in San Jose. He stated that there is \$20,000 set aside for upcoming special projects and to allow the new Sales Manager attend some shows.
- 5.4 The Committee was concerned that the travel scheduled was light in Chicago and Washington DC. Jason replied that this is just the show schedule. They are waiting to hire the new sales manager to allow Jason to travel to Chicago and Washington DC more often.
- 5.5 The Committee suggested having an Advisory Board assist in gaining more Association visits to the region. Jason stated that he will be working on that at the Conference Sales Sub-Committee meeting this Friday; he will report the results back to the Committee at their next meeting. The committee asked Wendy about the amount of money set aside for web searching and GEO tracking and suggested the addition of a tag line to the message on the GoTahoeNorth.com's meeting page. They also suggested having an advisory board review the website as well.
- 5.6 Ron asked when the Director of Sales meetings are scheduled. Jason replied that the meetings will be scheduled on the last Thursday of every other month.

**Action: Jason will report the results back to the Committee at their next meeting concerning the formation of an Advisory Board for the Sales Sub-Committee meeting**

#### **6.0 REVIEW AND APPROVAL OF 2011/12 WEDDING MEDIA PLAN**

- 6.1 Wendy reviewed the 2011/12 Wedding Media Plan located in the Marketing Packet with the Committee. She stated that marketing on Wedding websites is not the best usage of marketing efforts due to the Co-op not having a designated weddings sales person. The goal of the plan is to get interested parties to visit GoTahoeNorth.com by focusing on search mechanisms.
- 6.2 The Committee asked about asking the (old) Wedding Association members to form a Committee and assist with the marketing plan. Andy stated that they are working on forming a Wedding focus group or informal Committee at this time. The Committee also suggested forming a wedding Co-op to combine funds to market weddings in North Lake Tahoe.
- 6.3 **M/S/C (Parson/Pedersen) (7/0/1) to approve the 2011/12 Wedding Media Plan with direction.**

**Action: Staff to research the possibility forming a Wedding focus group or informal Committee**

#### **7.0 REVIEW AND APPROVAL OF NLTRA MARKETING REVISED BUDGET**

- 7.1 Andy stated they had to revise the budget due to negotiations with Placer County and some internal changes within the organization. He reviewed the handout he distributed to the Committee that described the budget revisions. This item will go to the Finance Committee for review next week and then to the NLTCCCVBRA Board for Approval at their next meeting scheduled for November 2, 2011.
- 7.2 **M/S/C (Parson/Williams) (7/0/1) to approve NLTCCCVBRA Marketing Revised Budget.**

## 8.0 PRESENTATION OF FY 2011/12 SPECIAL EVENT GRANT RECIPIENTS

- 8.1 The Special Events Grant process designated that a Special Event Taskforce be formed to review the grants at a formal grant review on September 14<sup>th</sup>. The Special Event Taskforce consisted of:

**Chamber Committee**-Kay Williams (Granlibakken) and Caroline Ross (Squaw Valley Neighborhood Company), **Marketing Committee**-Kevin Hickey (Tahoe Adventure) and Heather Allison (Ritz Carlton), **Lodging Committee**-Debi Milani (Coldwell Banker) and the **NLTCCCVBRA Board**-Kali Kopley (Uncorked)

- 8.2 Kym stated that out of the 21 grant applicants, two were not funded and two were moved up to marquee events. She reviewed the FY 2011/12 Special Event Grant distribution spreadsheet located in the Marketing Packet. The Committee asked about the two events that were chosen as marquee events. Andy replied that the Leadville Qualifier is in line with our chosen marketing initiatives and we could assist by being a presenting sponsor instead of granting funds. The Adventure Sports Week is also inline with our chosen marketing initiatives and we will be looking for a sponsorship opportunity with them as well. The staff is also looking at supporting the Tahoe-e Nalu with their short film about paddle-boarding on Lake Tahoe.

## 9.0 DEPARTMENTAL REPORTS-

- 9.1 **Advertising**- Smith and Jones reported on the marketing plan that is located in the Marketing Packet for October 2011. They have added an email blast focusing on gaining visitors to contact with us via facebook. They will also be conducting an email survey in the next few weeks. Mike stated that November 1<sup>st</sup> GoTahoeNorth.com will switch over to Winter imagery and information. The RSS feed on the Event Calendar can be organized by location.
- 9.2 **Conference Sales**-The Conference Sales report is located in the Marketing Departmental Packet. Jason stated that the Conference sales department was given the Smart Meetings Platinum Award and the MMC Gold Award.
- 9.3 **Leisure Sales**-Jeremy reviewed the Leisure Sales report located in the Marketing Departmental Packet.
- 9.4 **Special Projects**-Judy's report is located in the Marketing Departmental Packet.
- 9.5 **Web**-The report on the web is included in the Marketing Departmental reports.
- 9.6 **Public Relations**-Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet.

## 10.0 STANDING REPORTS

- 10.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

- SEPTEMBER MTRiP REPORT
- SEPTEMBER RENO TAHOE AIRPORT REPORT
- SEPTEMBER WEB/GEO TRACKING REPORT
- SEPTEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

## 11.0 COMMITTEE COMMENTS

- 11.1 Deb asked about the Squaw Valley Ski Museum. Andy replied that they came to the Board in April and gave a brief update. They are researching locations for the museum.

- 11.2 Ron Parson mentioned the Women's Wellness Weekend will be held at Granlibakken on November 12-13, 2011. You can come and stay at Granlibakken and attend or come as a day visitors. Pre registration is occurring now.

**12.0 ADJOURNMENT**

- 12.1 The Marketing Committee meeting adjourned at 2:55 pm.

Submitted By:  
Anna Atwood, Marketing Executive Assistant  
North Lake Tahoe Resort Association



November 28, 2011

To: Marketing Committee

From: Andy Chapman, Director of Tourism  
Sandy Evans Hall, CEO/Executive Director

Re: Review and Direction on North Lake Tahoe Marketing Cooperative Agreement  
Renewal Timeline and Issues Discussion

### BACKGROUND

The North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau have been involved in a regional marketing cooperative since 2006. The original agreement was for a three period through June 30, 2009. This agreement was followed by a second three year agreement between the two agencies for the period July 1, 2009 through June 30, 2012.

The original intent of the Cooperative was to accomplish the following:

- Leverage existing agency marketing funds
- Maximize efforts to brand the North Lake Tahoe region as a single vacation destination
- Clean up consumer confusion created by existing dual North Lake Tahoe marketing messages
- Distinguish North Lake Tahoe from our competitors both regionally and nationally
- Build awareness of the North Lake Tahoe destination
- Increase overnight visitation to the North Lake Tahoe region

### SITUATION

We are approaching the final 8 months of the current agreement and staff is looking for direction from the Committee on the process to be undertaken to determine the next steps as related to the North Lake Tahoe Marketing Cooperative. Attached to this staff report are the following:

- Execution Timeline
- Issues Outline
- FY 2011/12 Coop Budget
- Existing North Lake Tahoe Marketing Cooperative Participation Agreement

At its November meeting, the NLTRA Board of Directors reviewed these same documents and discussed a number of items regarding the NLT Marketing Cooperative. Additional staff direction was also given. Below is an overview of the Board discussion.

- Measure the original intent of Coop to determine success
- Determine if Coop has produced value to the partners
- Review past goals and determine future goals
- Assess what the NLTRA has contributed and what % of future marketing contribution do we continue to invest
- Add equity/parity to agreement where appropriate
- Survey past marketing committee members on Coop effectiveness
- Research constituents the work in the marketing field on Coop effectiveness
- Reach out to absent Board members for their input on Coop

Staff will review with the committee the attached timeline and issues framework.

REQUESTED COMMITTEE ACTION

Discussion and direction on the North Lake Tahoe Marketing Cooperative Agreement renewal process.





## North Lake Tahoe Marketing Cooperative High Level Draft Timeline

<u>Date</u>	<u>Item</u>
Nov.	<p>Board Meeting</p> <ul style="list-style-type: none"> <li>- High Level Board Discussion on existing agreement and issues and direction to staff</li> </ul> <p>Marketing Committee</p> <ul style="list-style-type: none"> <li>- Discussion on Coop framework, board issues, and direction to staff</li> </ul>
Jan.	<p>Marketing Committee</p> <ul style="list-style-type: none"> <li>- Review recent ad awareness research</li> <li>- Update on Brand Review process</li> </ul>
Feb.	<p>Board Meeting</p> <ul style="list-style-type: none"> <li>- Review recent ad awareness research</li> <li>- Update on Brand Review process</li> </ul> <p>Marketing</p> <ul style="list-style-type: none"> <li>- Review final Agency RFP document and prepare for release</li> </ul>
March	<p>Board Meeting</p> <ul style="list-style-type: none"> <li>- Review and final direction on Agency RFP document</li> <li>- Final board review of coop items and issues</li> </ul> <p>Marketing Committee</p> <ul style="list-style-type: none"> <li>- Recommendation to Board on Coop continuation</li> </ul>
April	<p>Board Meeting</p> <ul style="list-style-type: none"> <li>- Review and Possible Action on Coop continuation</li> <li>- Determine implications on Agency RFP Proposals</li> <li>- Agency RFP proposals due</li> </ul>
May	<p>Board Meeting</p> <ul style="list-style-type: none"> <li>- Execution of new Agency agreement if needed</li> </ul>



## North Lake Tahoe Marketing Cooperative High Level Issue Discussion

### Overall Marketing Cooperative Issues

- Funding Equity
- Marketing Equity (Promotional, Awareness, Conference, Web, etc)
- Consumer perspective of North Lake Tahoe as a travel destination

### Cooperative Contract Issues

- Term ends June 30, 2012
- 12 month notice needed upon termination of agreement
- No coop intellectual property (brand, web, etc) may be used by either participant upon dissolution of cooperative without prior written agreement between participants

### Misc. Issues

- Agency RFP timeline and implications
- Brand review timeline and implications
- Future budget implications
- Future marketing implications



# north lake tahoe

## DRAFT FY 2011/12 NORTH LAKE TAHOE MARKETING COOP BUDGET

Revised 10-20-11

Line Item/Description	Revised FY 2011/12 9/15/11	Preliminary FY 2011/12 Budget	Final Projected FY 2010/11 Budget	Variance to FY 2010/11	% of Total
<b>Public Relations</b>					
Leisure Sales	\$ 70,000	\$ 65,000	\$ 65,000	\$ -	4.9%
North Tahoe Conference Sales Media	\$ 95,000	\$ 95,000	\$ 95,000	\$ -	7.1%
Website Content Manager/Social Media	\$ 220,000	\$ 200,000	\$ 220,000	\$ (20,000)	14.9%
	\$ 61,800	\$ 55,000	\$ 45,900	\$ 9,100	4.1%
<b>SUB-TOTAL</b>	<b>\$ 446,800</b>	<b>\$ 415,000</b>	<b>\$ 425,900</b>	<b>\$ (10,900)</b>	<b>31.0%</b>
<b>Coop/Misc. Committed Programs</b>					
Sierra Ski Marketing Council	\$ 80,000	\$ 80,000	\$ 80,000	\$ -	6.0%
Regional Marketing Committee	\$ 75,000	\$ 75,000	\$ 50,000	\$ 25,000	5.6%
North Tahoe Wedding Promotion	\$ 50,000	\$ 50,000	\$ 56,283	\$ (6,283)	3.7%
Photography	\$ 8,000	\$ 8,000	\$ 18,832	\$ (10,832)	0.6%
MTRIP Research Project	\$ 15,000	\$ 15,000	\$ 17,000	\$ (2,000)	1.1%
California Snow Campaign	\$ 10,000	\$ -	\$ 10,000	\$ (10,000)	0.0%
Sustainable Tourism Conference Sponsorship	\$ -	\$ -	\$ -	\$ -	0.0%
Fulfillment	\$ 10,000	\$ 10,000	\$ 8,000	\$ 2,000	0.7%
<b>SUB-TOTAL</b>	<b>\$ 248,000</b>	<b>\$ 238,000</b>	<b>\$ 240,115</b>	<b>\$ (2,115)</b>	<b>17.8%</b>
<b>Consumer Marketing</b>					
Drive Market	\$ 139,066	\$ 146,000	\$ 190,523	\$ (44,523)	10.9%
Destination Market	\$ 240,020	\$ 156,000	\$ 207,357	\$ (51,357)	11.6%
Outdoor	\$ 100,375	\$ 104,000	\$ 86,875	\$ 17,125	7.8%
Internet (Drive and Destination)	\$ 161,260	\$ 95,000	\$ 127,227	\$ (32,227)	7.1%
Direct Response	\$ 30,000	\$ 28,000	\$ 66,312	\$ (38,312)	2.1%
Website Programs (non advertising)	\$ 91,400	\$ 58,000	\$ 112,824	\$ (54,824)	4.3%
Production/Client Services/Promo Planning	\$ 110,440	\$ 100,000	\$ 101,005	\$ (1,005)	7.5%
<b>SUB-TOTAL</b>	<b>\$ 872,561</b>	<b>\$ 687,000</b>	<b>\$ 892,123</b>	<b>\$ (205,123)</b>	<b>51.3%</b>
<b>TOTAL</b>	<b>\$ 1,567,361</b>	<b>\$ 1,340,000</b>	<b>\$ 1,558,138</b>	<b>\$ (218,138)</b>	<b>1</b>
<b>NLTRA Marketing Budget</b>					
NLTRA Carryover to Marketing Coop (Round 1)	\$ 876,000	\$ 870,000	\$ 905,712	\$ (35,712)	
NLTRA Carryover to Marketing Coop (Round 2)	\$ 108,000	\$ -	\$ 90,000	\$ 90,000	
IVCBVB Marketing Budget	\$ 475,361	\$ 470,000	\$ 470,000	\$ -	
<b>TOTAL</b>	<b>\$ 1,567,361</b>	<b>\$ 1,340,000</b>	<b>\$ 1,555,712</b>	<b>\$ (215,712)</b>	<b>#REF!</b>
	\$ -	\$ -	\$ (2,426)	\$ (2,426)	

**NORTH LAKE TAHOE MARKETING COOPERATIVE  
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2009 is entered into by, between and among the Participants (as defined below).

**RECITALS:**

**WHEREAS**, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit B) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

**WHEREAS**, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

**WHEREAS**, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

**NOW, THEREFORE**, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

**AGREEMENT:**

**1. DEFINITIONS.**

**1.1 Participants:** The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

**1.2 North Lake Tahoe Marketing Cooperative:** The NLTMC as established by the Participants as a cooperative agreement.

**1.3 Cooperative Marketing Committee:** The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrator. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("**Voting Member**") CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

**1.4 CMC Chairperson:** The Chairperson ("**Chair**") to be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

**1.5 Plan Administrator.** The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("**Administrator**") throughout the term of this Agreement, at the discretion of the CMC. The Administrator shall manage the CMC approved Plan implementation. The Administrator shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Administrator shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Administrator shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

**1.6 Budget Administrator** The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrator is to (i) ultimately authorize payments in accordance with the approved CMC Budget subsequent to plan administrator approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC.

1.7 **Limited Partners.** New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. **MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. **REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. **FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. Each Participant agrees to annually contribute the amount of money set forth in Exhibit A attached hereto and incorporated by reference. The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds set forth in Exhibit A.

5. **TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term. Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that the initial term of

this agreement shall be three years. The Agreement may be renewable for one or more additional three year terms, as may be agreed, in writing, by the Participants.

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

## 7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of Directors of each Participant, to include the Executive Director ("CEO") of each Participant, two (2) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

9. **VOTING AND VOTING PROCEDURES.** All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 **Chair.** The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis.

10. **MISCELLANEOUS.**

10.1 **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 **Entire Agreement.** This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 **Governing Law.** This Agreement will be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 **Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 **Counterpart.** This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.




The Participants have executed this Agreement to be effective as of the date first written above.

**10.6 NRS Compliance** This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

**10.7 Precedence In Conflicting Documents.** It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as this instrument reads on the date of its' signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT  
VB ASSOCIATION**

By: 

By: 

Its: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

EXHIBIT A

**North Lake Tahoe Marketing Cooperative  
Contribution Schedule**

<u>Month</u>	<u>% of Total Due</u>
July	.083
August	.083
September	.10
October	.10
November	.10
December	.083
January	.083
February	.083
March	.083
April	.066
May	.066
<u>June</u>	<u>.066</u>
Total	100

*Estimated 2006/2007 Total Contribution as of May 1, 2006*

<i>NLTRA</i>	<i>\$850,000</i>
<i>IVCBVB</i>	<i>\$650,000</i>

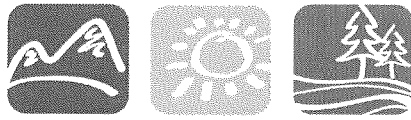
Participants agree to a minimum contribution of 45% of their total marketing budgets for the initial year of this agreement (may be pro-rated dependent upon coop start date). This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.

**EXHIBIT B**

**"North Lake Tahoe" Geographic definition**

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village  
Crystal Bay  
Kings Beach  
Tahoe Vista  
Carnelian Bay  
Tahoe City  
West Shore  
Squaw Valley  
Northstar  
Greater Truckee  
Alpine Meadows



## north lake tahoe

Chamber | CVB | Resort Association

November 28, 2011

To: Marketing Committee

From: Andy Chapman, Director of Tourism

Re: Discussion on Marketing Committee Lay Member Appointment Process

### **Background**

At its January meeting the NLTRA Board of Directors will consider a series of Board and Committee Member appointments for the coming year. This staff report outlines the steps and related items for the marketing committee appointment process.

New this year, each committee can determine the number of committee members, up to 15 total members, that can comprise the committee. Staff is requesting input from committee on capping the lay members at either 9 or 12. Currently, the committee has 7 members with one open seat. Beginning this year, committee members will also be allowed to serve a 3 year term before their seat will be open for appointment. In addition, at a minimum, one NLTRA board members is required to sit on the committee for quorum purposes.

Three pools of committee members could be creating with each serving 3 year terms. In order to get on this system, staff is recommending the following. Pool A will be appointed a full three year term with new committee membership. Pool B committee members will be extended through December 2012, and Pool C committee members will be extended through December 2013.

### **POOL A (New members appointed for 2012 thru 2014)**

1. Open Seat
2. Open Seat
3. Open Seat
4. Open Seat (if needed)

### **POOL B (New members appointed for 2013 thru 2015)**

5. Becky Moore, Director of Sales and Marketing, Squaw Valley Lodge
6. Les Pedersen, Director of Sales and Marketing, Resort at Squaw Creek
7. Deb Darby-Dudley, Owner, HD96 Publishing
8. Open Seat (if needed)

### **POOL C (New members appointed for 2014 thru 2016)**

9. Brett Williams, President, Agate Bay Realty
10. Heather Allison, Director of Sales and Marketing, The Ritz-Carlton Lake Tahoe
11. Kevin Hickey, Owner, Tahoe Adventure Company
12. Julie Maurer, Vice President of Sales and Marketing, Squaw Valley

### **Marketing Committee Lay Member Appointments**

Below is the criteria used in the Marketing Committee appointment process.

- “Lay” members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- “Lay” members are appointed at the January Board meeting with the first meeting of the committee in late January.
- Interested parties for Pool A appointment must submit a letter of interest and resume no later than December 23<sup>rd</sup>, 2011.
- The NLTRA Executive Committee will review applicants and provide a recommendation to the Board at its January 4<sup>th</sup> meeting.

### **Discussion and Possible Direction on Committee Member Number**

Staff recommends the committee consider capping the number of Lay members at 9 or 12. This would allow three sets of three or four open seats for appointment each year. Upon discussion and review of staff direction, staff is requesting committee recommendation for board approval on the committee member number.

### **Discussion and Possible Direction on Committee Pool Formation**

Upon discussion and review of staff direction, staff is requesting committee recommendation for board approval on the three year, three pool committee pool formation.