



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 Tuesday May 28th, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

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:

Eric Brandt, Primary
Valli Murmane Alt.

Committee

Members:

Heather Allison (Chair)
Kevin Hickey
Julie Maurer
Chuck Maas
Becky Moore
Les Pedersen
Marguerite Sprague
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee 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 – April 23rd, 2013 (3 min)
- E. Discussion and Possible Action to Recommend to NLTRA Board the Continued Participation on the Committee of Julie Maurer and Les Pedersen (15 min)
- F. Review of North Lake Tahoe Draft 2013 Summer Media and Creative – Andy Chapman/SOT (30 min)
- G. Review of October to March 6 Month Performance Review Report (20 min)
- H. Branding Workshop Date and Deliverables Discussion – Andy Chapman/SOT (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content

- Social Marketing
- J. Committee Member Comments (*5 minutes*)
- K. Standing Reports (posted on www.nltra.org)
 - April MTRIP Report
 - April Web/GeoTracking Report
 - April Lodging Referral Report
 - April Reno Tahoe International Airport Report
 - Conference Activity Report

Posted and Emailed
5/23/13



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, April 23, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Heather Allison, Chuck Maas, Eric Brandt, Becky Moore, Les Pedersen, Marguerite Sprague and Julie Maurer

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Allyson Freedland, Nicholas Wootten, Peter Avedschmidt and Paul Raymore

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:20 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Chuck Maas shared he was at the Tourism Forum in South Lake Tahoe last week. He reported to the committee the huge potential in the Chinese market.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Moore/Brandt) (7/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 28, 2013

- 4.1 **M/S/C (Brandt/Maurer) (7/0) to approve the Marketing Committee minutes from March 28, 2013.**

5.0 REPORT BACK ON *GETTING AWAY TOGETHER* PROGRAM REVIEW AND MEDIA ANALYSIS RESULTS – ANDY CHAPMAN/NICK WOOTTEN

- 5.1 Andy reported to the committee this was an opportunity that was looked at a year ago. Chuck Maas recently made another presentation to the committee. The committee directed School of Thought to look at it from a media perspective and for Andy to reach out to Lake Tahoe Visitors Authority (LTVA). Nick with School of Thought gave an overview from a media standpoint:
- From a content standpoint it is a well produced show and it has an engaging story line.
 - The issues with this program are the distribution channels. PBS stations are given this program for free and it not a "booked spot." It is hard to actualize who sees it.
 - 70% of the channels that picked up on the program were on the East Coast and about 6% were on the West Coast.
 - Nick recommended against this from an overall media standpoint.
 - Andy also shared this program is targeted to vacation rentals and there should be consideration for our marketing efforts towards B&B's, small lodging properties etc.

- Andy also reported he spoke to Carol at LTVA and they have also reached a similar viewpoint.

5.2 Chuck shared distribution channels are added all the time and PBS has now committed to run this for 7 years. One of the largest distribution companies in the world is also going to distribute the show world wide. He shared these are ½ hour segments.

5.3 **M/S/C (Brandt/Sprague) (6/0) to follow the agency recommendation with not moving forward with “Getting Away Together.”**

6.0 REVIEW AND REAFFIRMATION ON NORTH LAKE TAHOE MARKETING BRAND POSITIONING STATEMENT – ANDY CHAPMAN

6.1 Andy reviewed the process with the committee members on how the North Lake Tahoe “Pure Experiences” brand and the positioning statement was developed. This happened about the same time the Marketing Coop got started. He shared this all happened with community input/ad agency input and workshops back in 2006-07. Andy requested input from the committee members regarding the brand positioning statement. Is it still accurate and truthful?

- Statement is a bit dated. (Terms like “Pristine”) Time for an “overhaul”
- We want to be more than just a “getaway.”
- It’s 7 years later and a lot has changed in our area with property renovation
- Do a workshop. Go over values on “axis” and do a re-mapping process again to refresh it
- “getaway” suggest more of a 3 night stay it could allow for greater possibilities
- This need to be more in-line with our messaging supporting “events” like Ironman

6.2 The committee agreed to do a 3 hour workshop next month to review and reaffirm the North Lake Tahoe Brand Positioning Statement.

Action to staff (Andy): Communicate dates and place for workshop to review the North Lake Tahoe Marketing Brand Statement with committee members.

7.0 PRESENTATION AND REVIEW ON WEDDING MARKETING/SOCIAL EFFORTS – ALLYSON FREEDMAN/NICK WOOTTEN

7.1 Allyson with RKPR and Nick with School of Thought have worked together to market weddings in North Lake Tahoe. With a limited budget a lot of efforts have been focused on search and social. Nick asked the committee members when their peak wedding season is? A committee member said summer, generally mid June through mid September, is peak season for weddings. It was also pointed out the website search for weddings in North Lake Tahoe really need some work. It “speaks” more to corporate than to brides. Andy said a complete re-vamp of the website will be necessary at some point. He also stated there will be a section on the website where you can fill out an “RFP” for weddings and reunions. Jason Neary and Greg Howey will follow up on those leads.

7.2 Allyson shared she has focused more efforts on Pinterest on “Rustic Alpine” higher spend weddings. There are many boards on Pinterest catering to weddings and brides in North Lake Tahoe. A committee member commented there should be more balance between lakeside versus mountain weddings. Also if efforts are still focused on summer, it will drive more demand and in return higher prices. Marguerite reported there were a huge amount of themed weddings last year. Some of them are “do-it-yourself” budget weddings, but she often works with local or out of town wedding planners. Allyson shared most initial inquires come from the bride, but at some point most luxury weddings have wedding planners.

7.3 Nick shared they might do a survey as it might be helpful to achieve this goal. He stated the feedback they got today was great.

8.0 PRESENTATION AND OVERVIEW OF 2013 BAY AREA AD AWARENESS STUDY – ANDY CHAPMAN

8.1 Andy shared the results of the 2013 Bay Area Ad Tracking Study. This report is located on our website: <http://nltra.org/documents/> under research.

9.0 SUMMER MTRiP OCCUPANCY REPORT REVIEW – ANDY CHAPMAN

9.1 Andy reported on the summer MTRiP occupancy report. He stated summer is May through October and our forecast show we are we are pacing well ahead compared to last year's numbers. For the month of September we are ahead 196% compared to where we were last year. September is becoming a very active month with Tough Mudder and Ironman. Andy said the organization will continue to target late June, late August, September and October.

10.0 DEPARTMENTAL REPORTS

10.1 **Advertising** – Nick shared Andy had requested for him to report on inbound and outbound traffic to our website. He reported although they are driving 13% more traffic to the website there is less traffic to the lodging pages. He shared this is mostly due to cool deals. He shared he will do a “best practice sheets” to help generate more traffic to the lodging pages.

10.2 **Conference Sales** – Jason shared conference sales had a busy month with 6 tradeshow last month and lots of site-visits. He reported the Come See Fly Free promotion continues to be successful and 9 out of 10 have booked so far. He is also currently working on changing the federal per diem rate.

10.3 **Leisure Sales** – Jeremy shared he recently came back from Ski Tops and Mountain Travel Symposium. He is following up on leads generated from those shows. He also shared Pow Wow is coming up in Las Vegas.

10.4 **Special Projects** – Judy is out of town. Her report is in the departmental section of the Marketing packet.

10.5 **Web** – Shelley reported she is busy preparing for summer.

10.6 **Social** – Allyson shared the report is located in the departmental section of the Marketing packet.

11.0 COMMITTEE MEMBER COMMENTS

11.1 One committee member shared Cal Neva will probably close at the end of summer for remodel.

12.0 STANDING REPORTS

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

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

13.0 ADJOURNMENT

13.1 The Marketing Committee meeting adjourned at 4:10 pm.

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