



# north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

## MARKETING COMMITTEE MEETING MINUTES Tuesday, May 26, 2015 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brett Williams, Paul Raymore, John Monson, Cara Whitley, Becky Moore, Cadence Matijevich, Giles Prieslant (2.10 pm)

**RESORT ASSOCIATION STAFF:** JT Thomson, Jeremy Jacobson, Anna Atwood, Sandy Evans Hall, Ginger Karl, Jason Neary

**OTHERS IN ATTENDANCE:** Caroline Ross, Shelley Fallon, Liz Bowling, Brooke Rose, Joy Doyle, Stacia Lyans, Kirsten Guinn

#### 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: 05 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 No public forum.

##### AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Moore) (6/0) to approve the agenda as presented.**

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 28, 2015 AND MAY 20, 2015

4.1 **M/S/C (Matjevich/Williams) (6/0) to approve the Marketing Committee Meeting Minutes from April 28, 2015 and May 20, 2015.**

##### 5.0 BACC MARKETING GRANT REQUEST FOR SHOP LOCAL SEED/"SHOPPING" PRODUCT FOR FY 15/16

5.1 Ginger and Caroline presented their request for \$8750 for Shop Local Seed/"Shopping" product for FY 15/16. The feedback given at last month's meeting was taken to both the sub-committee and committee level for discussion. BACC reworked the Shop Local product and is asking for \$8750 with a buy-in of matching funds by the Business Associations of \$1250 and \$2250 from Truckee and Incline for this year's funding. Moving forward to future years, all Business Association will then pay in \$250 each be the 10 entities (Northstar, Squaw, NTBA, TCDA, NLTRA, West Shore, Truckee Chamber, Truckee Downtown Merchant Assoc, Town of Truckee, Incline Village) The BACC Committee will use this year's final seed money request to purchase merchandise to kick start profit for the program in addition to the business kits. They will also charge businesses \$25 to participate in the Shop Local Holiday Contest each year. The remaining funds (\$1,025) from the initial \$10,000 grant to film testimonials and video and gain photography assets from the Made in Tahoe festival ultimately placing a portion of the initial grant money towards a "Shopping" product collateral as requested by the Marketing Committee. The Committee will spend the remaining funding request not allocated to Shop Local this fiscal year (\$11,250) on creating compelling

collateral (videos and photos) for the new GoTahoeNorth.com website. Future action goals include an invite to business owners to develop some guidelines of standards for the Shop Local program moving forward.

Comments from committee members:

- Great new approach.
- Reach out to business owners regarding assets like photos and video – what makes the shopping experience in Tahoe unique. This could help offset some of the cost.

**5.2 M/S/C (Raymore/Priestland) (7/0) to approve BACC Marketing Grant request for \$20,000 for Shop Local Program.**

**6.0 FY 15-16 BUDGET DISCUSSION/STRATEGY – JT THOMPSON & COMMITTEE**

6.1 JT would like a discussion on media direction for FY 15-16. Winter of 2014/15 School of Thought did go in the Los Angeles market but in order to effectively reach and brand in LA the cost is over \$1 million. JT asked if there were any major changes the committee would like to see for the destination.

Comments/Direction from Committee members:

- Ad buys – pull out of Bay Area and focus those dollars in other markets.
- Get feedback from Ski Lake Tahoe to better leverage the dollars in the markets they are spending in.
- We have some awareness in Southern California (including San Diego) and it's important that we continue those efforts. Also good flight access from there.
- Reserve funds for when it snows – through PR. Reactionary message.
- Look at how we utilize PR – will make our dollars go a lot further. Need to allocate more dollars towards PR.
- Mammoth is heavily present in LA – more competition there.
- Look at key performance indicators and shift markets accordingly.
- Due to four harsh years media buys from individual properties are smaller than it used to be in the Bay Area. Still need to be present there.
- We are selling an experience – important to keep that in mind.
- Focus on PR and Digital.
- Time stamp on the digital billboards is powerful.

JT shared School of Thought will be up next month. A more in depth discussion will take place then.

**7.0 REVIEW, DISCUSSION AND MOTION MARKETING RESERVE - JT THOMPSON**

7.1 JT reported that both the county and NLTRA agreed that a “marketing reserve” should be created, and has been in place since 2003. The objective is to secure a fund representing 15% of the average annual marketing budget, over several years. Based on a \$1,848,000 budget (2003), the 15% target was \$277,200. With the FY 2015-16 Budget is \$2,831,509, a 15% Marketing Reserve should total \$424,726. The current Marketing Reserve Balance is \$309,401 (+\$7,000 in remainder of FY 14-15 Budget). The current shortfall of \$115,325 will need to come out of FY 15-16 Marketing Budget. JT shared the agreement need to be in compliance with the county contract and there need to be a discussion on what this reserve should be used for. He shared a couple of different options that we may look at for an updated Marketing Reserve policy.

Some of the Committee member comments:

- We have been in an economical challenging environment the last 3 winter and that is our “emergency”.
- We may be looking at a potential bad fire season – we may need funds for marketing campaigns to let visitors know our trails are open.
- If significant events like fire and earthquake happen there will be federal funding available.
- Lower the percentage and do it over a three year average.
- Make it a flat fee.

- Keep it at a percentage but lower it to 10%.
- Three years average gives a better viewpoint of what we may need.

**7.2 M/S/C (Williams/Priestland) (6/0/1 – Matjevich abstained) recommend for Board approval a three-year average (over the current and previous two years) and lower the reserve percentage to 10%.**

**8.0 REVIEW, DISCUSSION AND MOTION ON NORTH LAKE TAHOE MARKETING COOPERATIVE AGREEMENT**

8.1 Staff is requesting the approval of the revised 2015-16 North Lake Tahoe Marketing Cooperative Participation Agreement, with the following revisions made to go into effect July 1, 2015:

- 1.6 – Budget Administrator: The NLTRA will perform all bookkeeping and accounting services and an annual independent review of the NLT Marketing Coop financial accounts.
  - i. This review replaces the annual audit which was considered to be a financial burden, with a financial review producing the same results.
- 5. – Term: It is further agreed by the Participants that either party hereto may request a review/modification of this agreement upon a 60 day written notice to the other.
  - i. This replaces the three year term of the agreement and allow it to live in perpetuity either party the option to change the agreement with a 60 day notice.

**8.2. M/S/C (Williams/Moore) (7/0) to approve the North Lake Tahoe Marketing Cooperative Agreement with the changes stated.**

**9.0 INTERNATIONAL MARKETING CO-OP STRATEGY – JT THOMPSON/JEREMY JACOBSON**

9.1 JT reported that NLTRA are in a cooperative agreement with LTVA and Mammoth. LTVA's Board of Directors has instructed LTVA to pull out of their efforts in the Australian international market and UK. That will mean increased funding to stay in the Australian & UK market or find other cooperative partners. JT is heading to International Pow Wow (IPW) in Florida next week which is the travel industry's premier international marketplace. He will be meeting with several reps and continue to do research and come back with more information at the June Marketing meeting.

Several committee members shared we have strong relationships with Australia, their length of stay is long and also the time of year they visit is great. The cooperative agreement cost for each of the UK and Australian market is \$20,000. More discussion regarding this will continue next month.

**10.0 DISCUSSION ON SUMMER LAKE WATER LEVEL MESSAGING – ABBI AGENCY STAFF**

10.1 Liz reported on their efforts on the summer lake water level message. The Abbi Agency created a release along with a video to help the misperception about boating on Lake Tahoe. She stated the video and release was sent to weather reporters and weekend assignment key people. She shared they have a solid plan in place for the drought.

**11.0 GOTAHOENORTH.COM UPDATE – JT THOMPSON**

11.1 JT shared NLTRA went through training on the new website about a week and half ago. Launch date will be sometime in June. A web-based voice-over tutorial is being created to help guide people with making changes on their own listing. The edits made by the members will come back to us for approval before it goes live.

**12.0 LEISURE SALES MANAGER POSITION UPDATE – JT THOMPSON**

12.1 JT shared that this has been a difficult process as he received a lot of qualified candidates. He will narrow the search down to about 5 people for an in-person interview. He is hoping to have the replacement by July 4<sup>th</sup>.

### **13.0 SPECIAL EVENTS UPDATE – JT THOMPSON**

13.1 JT shared that reporting on lodging for this event has been difficult tracking. There will be talk with US Cycling regarding this issue going forward. The Ironman event planning is going smooth.

### **14.0 DEPARTMENTAL REPORTS**

14.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

14.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet.

14.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.

14.4 **Special Projects** – Judy report's is located in the departmental section of the Marketing packet.

14.5 **Web** – Shelley shared her report located in the departmental section of the Marketing packet.

14.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

### **15.0 COMMITTEE MEMBER COMMENTS**

15.1 No committee member comments.

### **16.0 STANDING REPORTS**

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

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

### **17.0 ADJOURNMENT**

17.1 The Marketing Committee meeting adjourned at 4.00 pm.

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