



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

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, May 24th, 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 (Chair)
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 – April 26th, 2011 (3 min)
- E. Update on Amgen Tour of California Efforts (20 min)
- F. Discussion on Biking Brand Opportunities for North Lake Tahoe - (30 min)
- G. Discussion and Direction on Brand Review Workshop (15 min)
- H. Review and Discussion concerning Events and Event Opportunities (20 min)
- I. Review of FY 2011/12 Budget Process and TOT Budget Approval (15 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

○ Public Relations

K. Committee Member Comments (*5 minutes*)

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

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

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

April 26, 2011 – 1 pm

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Brett Williams, Heather Allison, Barb Cohen, Kevin Hickey, Becky Moore and Deanna Gescheider

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

OTHERS IN ATTENDANCE: Wendy Hummer, Cathy Davis, Mike Williams, Shelley Fallon 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 1:03 pm by Stand in Committee Chair Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Ron questioned if a review of Group Marketing should be on the agenda. Andy replied that will be on the agenda for next month's meeting

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

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON MARCH 29, 2011

4.2 **M/S/C (Gescheider/Williams) (7/0) to approve the Marketing Committee minutes from March 29, 2011.**

5.0 UPDATE ON AMGEN TOUR OF CALIFORNIA EFFORTS

5.1 Andy stated that they have been busy with the Amgen Tour coming up in three weeks. There are a lot of events listed on the Amgen 10-day calendar at this time. Amgen banners have been put up in surrounding towns. Some new sponsors have recently signed on; Clear Capital (King of the Mountains for Stage One and Stage Two) and the Tahoe Forrest Hospital Foundation. There have been some additional costs requested from the CHP and the NHP, The NHP is requesting that 50-additional officers be present for the race. The gala is in full swing. Ron asked if it would be possible to discuss branding North Lake Tahoe as a bike destination at the next Marketing meeting. Andy replied that he will add it to the agenda for the next meeting. Brett asked about May's occupancy reports. Andy replied that the MTRiP report is showing good data at this time. Deanna asked if AEG gave an estimated number of crowd participants. Andy

replied that they have not given him a specific number but they say it will be comfortably crowded especially at the start and finish locations. Ron reminded the Committee that there will be a viewing party at Tahoe Tree.

Action: Discuss branding North Lake Tahoe as a Bike Destination at the next meeting.

6.0 REVIEW OF TARGET PERIOD STRATEGY PLAN

- 6.1 Wendy and Cathy reviewed the Target Period Strategy plan. Wendy reported that Target-4 will affect stays in June. Target-4 targets adults with and without children with media more focused on the destination market with specific emphasis on LA, and is a mixed media of messages focused on summer and activities. The media consists of magazines; VIA (May issue, Discover Summer Insert), Diablo Magazine (good year round publication, focused in the East Bay, special feature on North Lake Tahoe in June), Sunset Magazine (Summer Travel Special Issue in June), LA Times Sunday Magazine (high index for hikers and golf), Outside Magazine (Special Cycling Supplement in May and America's Best Trails in July) and CTTC California Golf Co-op (sent to visitors requesting information on golf). Radio; KFOG (Indexes high for most activities skews well for women), KNBR (Indexes high for activates), KITS (younger 25-35) and KIOI (good family station). The internet is a combination of; Search, Trip Advisor, Sfist, Away Network Newsletters, Network Buys/Ad Roll and Email blasts.
- 6.2 Cathy reviewed Target-1 which affects stays in late August through September. This target is lighter on print, only using Sunset Magazine. There are still marketing campaigns on the radio and internet.
- 6.3 Brett expressed concern that there are not a lot of events listed in June and would like to push marketing in the last two weeks of June. He noted that the last two weeks in August are a prime time to market to people without children. Mike suggested being able to search 'Cool Deals' by date. Barb stated that there is 'June Gloom' in the Bay Area, and suggested creating an ad, marketing sunny North Lake Tahoe. Ron agreed with the activity messages being marketed and he wanted to ensure that GoTahoeNorth.com's activity messages are easily delivered to visitors in market. He also wanted to know what is being done once visitors are here to ensure that the message is conveyed appropriately. Becky asked who requests businesses to post information on 'Cool Deals' and the 'Event Calendar'. Andy stated that Shelley works to get activities on GoTahoeNorth.com's event calendar, packages posted on 'Cool Deals' and Kym sends out e-blasts to remind all of the Chamber Members. Brett asked when the site will change from winter to summer. Mike replied the site will change to summer on May 1, 2011.
- 6.4 Brett asked if staff has researched bringing any mountain bike events/festivals in the fall to North Lake Tahoe. Andy stated that AEG purchased the Leadville Qualifier and it will be a three year deal for the event to occur in North Lake Tahoe. Andy said he believes that type of event will be more prominent in North Lake Tahoe. He is also looking to conduct research in the future to get in-market customer feed back concerning the branding of the NLTRA. Barb prefaced concern that on the N is for North logo, the wording 'North Lake Tahoe' is too small. Andy said that the logo is something that can be researched.
- 6.5 **The Committee made the following suggestions to staff; marketing messages to push the last two weeks of June, review how the marketing message is being fulfilled on the website, conduct potential ChamberEducation class concerning messages on the website and look into marketing research including in-marketing consumer analysis and branding analysis for the fiscal year starting at the end of June.**

7.0 REVIEW OF SPRING/SUMMER MEDIA PLAN

7.1 M/S/C (Gescheider/Dudley) (7/0) to approve the Marketing Summer Media Plan

8.0 UPDATE ON MOUNTAIN TRAVEL SYMPOSIUM AND INTERNATIONAL POW WOW

8.1 Jeremy stated that Mountain Travel Symposium is a one week gathering where the domestic and international ski wholesalers contract with North American suppliers. MTS is held on the East Coast for two years then on the West Coast for two years. MTS will be held at North Lake Tahoe next year on April 15-21, 2012 at the Resort at Squaw Creek in Olympic Valley. This is an annual event normally in late March to the end of April. This year MTS was held in Beaver Creek, Colorado. Jeremy reported that staff conducted 45 travel trade appointments with international ski wholesale companies, met with 27 different ski clubs/councils, staff was on the Local Organizing Committee and also scheduled meals and meeting with Ski.com, Hotelbeds.com, BookIt.com, Alpine Adventures, Mountain Reservations, Ski Safari, North American Hosts, Ca Tourism-UK and DerTour.

8.2 POW WOW is a U.S. Travel Associations International travel premier international marketplace and the largest generator of Visit USA Travel. It is three days of intensive pre-scheduled business appointments with more than 1000 USA travel organizations from every region of the USA and close to 1500 international and domestic buyers from more than 70 countries. Buyers and sellers are able to conduct business that would otherwise be generated through a large number of around-the-world trips.

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

9.1 **Advertising-** Smith and Jones reported on the marketing for April and May. The Conference Planner is almost complete at this time. Mike reported that the site will be switching to summer on May 1, 2011. He has been busy keeping the site updated with the Amgen information and he implemented a new 'Cool Deals' search option. He also made a number of updates to NLTRA.org. Andy said that the mapping and search mechanisms requested by the Lodging Committee are being worked on as well.

9.2 **Conference Sales-**Jason reported on Conference Sales. He distributed the Conference Sales report to the Committee. He reviewed the Lake Tahoe Experience held in San Francisco and discussed broadening sales efforts to wedding and family reunion planners. Andy said there has been discussion about forming a Sub-Committee to discuss Conference resources. Ron stated there was a lot of discussion at the Board meeting concerning the amount of funds being driven into Conference Sales. Deanna asked that the Marketing Committee be included on all communication concerning the creation of a Sub-Committee. Ron asked Jason to provide information how the market has changed and to create a strategic review with recommendations to the Board.

9.3 **Leisure Sales-**Jeremy reported on the leisure sales. He stated that he has hosted 5 FAM's and thanked everyone for assisting him with the FAM's that were in town.

9.4 **Special Projects-**Judy reported on the Special Event/Projects.

- She has been busy working on the Amgen Tour and has been continuing to get the Amgen message out to as many members in the Community as possible. She will be at the Truckee Donner Chamber Expo on Thursday to inform everyone about the Tour.
- Autumn Food and Wine is in the works. After AFW she will start working on planning the Mountain Travel Symposium. Deb asked about AFW still being a part of the NLTRA. Andy replied staff is in the process of turning it over to Norhtstar-at-Tahoe.

- Brett questioned what events are in the works for the future. Judy replied that she is always looking for turnkey events to come to North Lake Tahoe. The Committee would like to see an opportunistic list of future events. Andy stated that an event policy is in place and staff is continuously searching for new events. Ron wants to know what the marquee event is for next year. Andy stated that he is working on having a part of Amgen in Tahoe next year. The Committee asked if staff is reaching out to event producers to bring new events into our Community. Judy stated that she is actively looking for new events but also utilizing contacts that she already has in place. The Committee would like to have a discussion concerning events. Ron suggested laying out a map of events to recognize the opportunities. The Committee would like this to be added to the meeting in June.

9.5 Web-Shelley reported on the Web report. She has been working on listing events on GoTahoeNorth.com and getting more events in June.

9.6 Public Relations-Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet

Action: Add Review and Discussion concerning Events and Event Opportunities to next month's agenda.

Action: Jason to create a strategic review of the Conference Sales changing market with recommendations to the Board.

10.0 STANDING REPORTS

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

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

11.0 COMMITTEE COMMENTS

11.1 Barb stated that she likes the idea of making a calendar focused on events and would like to review the branding of North Lake Tahoe at the next meeting. Kevin agreed with building on the biking branding of Amgen especially in the fall season. Ron stated that the bike trails are being cleared early and asked if Pettit could do a press release. He questioned why the Hyatt is a top producer in the click-through reports and he was wondering if a study could be conducted. Deb stated, from her experience, people that spend more money on advertising have the highest click-throughs.

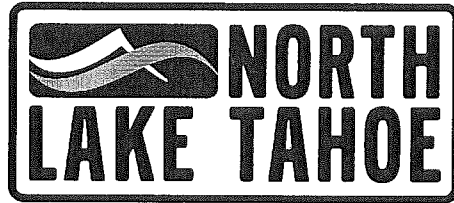
Action: Review and Discuss Branding of North Lake Tahoe at the next meeting.

12.0 ADJOURNMENT

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

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
May 24th, 2011

BACKGROUND

At its April Meeting, the committee directed staff to add a discussion on the next agenda regarding the Review and Discussion concerning Events and Event Opportunities. As the committee may be aware, last year the NLTRA Board and Marketing Committee developed a Special Events Policy as relates to the use of resources in specific special event efforts. Attached to this staff report is the currently Special Events Policy as adopted by the board.

SITUATION

Upon discussion by the committee, staff is looking for direction on Events and Event Opportunities to be included in the FY 2011/12 plan.

NLTRA Event Policy Discussion

Introduction:

There has been regular discussion at the Marketing Committee, Chamber Committee and the NLTRA Board level regarding the importance of Events to achieving our marketing goals. The lack of clarity regarding the role the NLTRA should play, the types of events the organization should support and the amount and type of support that should be provided have been debated without a clear understanding being reached. There has been broad acceptance that attracting and retaining events to our area can significantly impact the organizations ability to put heads in beds and the need for a policy to support the organization's efforts in this area. The NLTRA Marketing and Chamber roles should be clarified and made applicable to all events that receive investment. This discussion document provides a framework for further discussion and a draft policy for consideration by the Marketing Committee and NLTRA Board of Directors.

Significant successes have been made in the area of Events, in fact spurring the on-going debate. There is a well developed Community Marketing Program in place to determine the allocation of NLTRA Marketing resources. This year will be a record year for applications to this program putting more pressure to effectively utilize a limited set of resources. Autumn Food and Wine has been a successfully produced NLTRA Event for a number of years helping build the reputation of quality events in the area but consuming NLTRA marketing resources for the production of an event. Business development for regional/basin-wide events recently succeeded in winning the Start host for the California AMGEN Tour. Collectively, the organization has proven the value of supporting events. What is needed is a strategy to address future needs how we will move forward. The organization policy will define the NLTRA role in executing that strategy.

Event Strategy:

The following diagram presents a framework that may help clarify roles and assist the organization to better manage the investment of scarce marketing resources across event types. It intends to define funding allocation, resource type and the allocation that resource across event types. The organization will actively manage the event relationship to achieve the desired outcomes achieve heads in beds (either new incremental, extended stay, or return) and capture the lessons learned by tracking results.

Proposed Framework:

NLTRA EVENT STRATEGY FRAMEWORK

NLTRA EVENT MARKETING RESOURCES (SPECIFIC EVENT BUDGET)	Annual Planning					
	Performance Measurement	Marquee Support	Marquee BD	Sponsorship	Marketing Funds	In-Kind Services
Marquee or Premier Events 75% of Budget	Assessment Feeds Annual Planning	Specific Budget	Committed Investment to Next AMGEN	When Exposure Beneficial	As needed to support BD	As needed to support BD
Community Fabric Events 25% of Budget	Assessment Feeds Annual Planning	N/A	N/A	N/A	Determined by CMGP	Determined by CMGP

Possible Policy Regarding Events currently being proposed:

It will be the policy of the NLTRA to expend its marketing resources as event promoters and supporters, not producers. Marketing resources will be provided by Event Type as described below.

Event Type – Premier or Marquee Events - these are regional or basin-wide events. Those that fall into this category include - Snowfest - Autumn Food and Wine - Big Blue - Amgen –These are events that should be included in the marketing budget as either a Sponsor or receiving Marquee Support.

These events provide a significant amount of visitors stays during off peak periods and/or a 100-1 ROI or greater with regard to media coverage.

NLTRA Role - to include these events in our media plans by doing the following:

- 1- Developing advertising, marketing and PR plans and using our resources to implement these plans in coordination with organizers.
- 2- Developing room packages and promoting these packages using a coordinated marketing plan.

3- Payment of site fees or coordination of site needs and expenses related to site needs as in the case of Amgen.

4- Provide funding as a “Sponsor” in order to gain brand exposure and promote demand fulfillment.

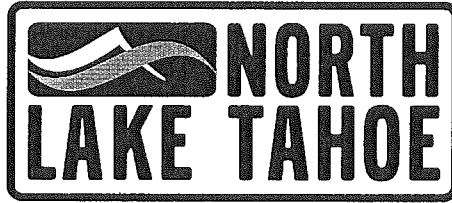
Event Type – Community Fabric or Start up - these are events that are reviewed and funded by the Chamber Advisory committee via the Community Marketing Grant program and have the ability to grow into stand alone or self supporting events in the future.

Grant Program Selection criteria are solid and should remain the same, with all events being enhanced with the assistance of our staff expertise and small grants of funds for marketing or regional promotion.

NLTRA Role – provide marketing funds and in-kind services to event organizers we believe will achieve the marketing goal of heads on beds. To receive funds or in-kind services, applicant will

- 1- Work with NLTRA Event Manager to agree on performance measures, track and assess results. NLTRA Event staff should play an active role in measurement and analysis of results.
- 2- Provide event pricing for lodging packages
- 3- Agree to NLTRA Logo placement

Funding for any particular Community Fabric event will be limited of 5 years unless an exception is agreed to by the Board of Directors.



North Lake Tahoe Resort Association
May 24, 2011

BACKGROUND

As the committee is aware, the NLTRA has been working on the FY 2011/12 budget over the past several months. This budget process was outlined in the NLTRA's 6-month planning process. All NLTRA Committee's will provide input into the TOT Budget proposal.

Staff has worked with the NLTRA Executive Committee in preparing the draft FY 2011/12 TOT budget. Staff will review the proposed budget with the committee and answer any question regarding the budget or the budget process.

SITUATION

Discussion and possible action to recommend for Board approval the FY 2011/12 TOT Budget.