



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 November 19th, 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
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 – October 29th, 2013 (3 min)
- E. Destination Strategy Discussion and Industry Review – Ralf Garrison, DestiMetrics (30 min)
- F. Update on Leisure Sales Activities - Jeremy Jacobsen (20 min)
- G. Update on Conference Sales Activities – Jason Neary (15 min)
- H. Review of 2014 Marketing Committee Appointment Process – Andy Chapman (15 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

J. Committee Member Comments (*5 minutes*)

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

- October MTRiP Report
- October Web/GeoTracking Report
- October Lodging Referral Report
- September Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, October 29, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Alex Mourelatos, Julie Maurer, Becky Moore, Marguerite Sprague, Kevin Hickey, Brett Williams, Chuck Williams and Jennifer Merchant

RESORT ASSOCIATION STAFF: Andy Chapman, Sandy Evans Hall, Judy Laverty and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Nicholas Wootten, Tom Geary, Steve Hoch, Joy Doyle 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 by sit-in Chair Julie Maurer at 2:00 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy requested item E be tabled until next month.

3.2 **M/S/C (Mourelatos/Sprague) (7/0) to approve the agenda with the above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 24, 2013

4.1 **M/S/C (Williams/Maas) (7/0) to approve the Marketing Committee minutes from September 24, 2013**

5.0 PRESENTATION ON REVISED WINTER CONSUMER MEDIA PLAN AND CREATIVE – SCHOOL OF THOUGHT

5.1 Andy shared after the last meeting this committee gave direction to put more effort on the Southern California market. Nick with School of Thought shared his marketing approach for 2013-2014 with two campaigns: Southern California and Northern California.

For Southern California, the objective is to build awareness with a goal of developing the Southern California Community. The budget for the Southern California Campaign is \$225,000. He shared some of the Southern California media approach: focus on the ski and travel audiences, targeted + flexible + efficient media channels and driving everything to the North Lake Tahoe Facebook page (CTA) = ongoing Southern California communication. Nick shared the Southern California Media Mix:

- 55% Digital (banner) \$109,455
- 12% Paid Social \$25,000
- 25% Out of Home (OOH) \$50,000
- 8% Search Engine Marketing (SEM) \$16,000

Nick stated some of the Southern California media plan highlights: 15 Million Impressions, 17,000 Facebook Likes and 11,000 SEM Clicks. He also shared \$40,000 will be allocated for experiential marketing.

A committee member questioned if this is enough money to “play ball” in Southern California. Nick stated Southern California is challenging because it is very expensive. He also shared they are using a lot of digital selected channels where they will be very focused. Another committee member questioned the cost per impression for Southern California versus Bay Area. Nick shared the CTA for Southern California is \$11.50 and \$4.50 for the Bay Area.

5.2 The objective for the Bay Area is to continue awareness with a goal of maintaining Bay Area reservations. The budget for the Bay Area Campaign is \$226,000. Nick shared the Northern California media approach: sustain awareness while generating conversion, high reach + proven + package channels and reservation CTA = Sustain Bay Area Base. Nick shared the Northern California Media Mix:

- 17% TV \$36,000
- 21% OOH \$43,000
- 42% Digital (banner) \$88,000
- 10% Paid Social \$20,000
- 5% SEM \$10,000
- 5% Print \$11,125

Nick shared some of the Northern California media plan highlights: 2,025 prime time TV spots, over 50 million campaign impressions and 13 high profile billboards.

A committee member questioned the low amount put towards search (SEM). Andy shared a significant amount of money from the Lake Tahoe Coop is also put towards SEM which is in addition to what we allocated.

5.3 Tom shared the new the 2013-2014 creative strategy and approach. He shared some of the Billboard placements for Southern and Northern California. Some of the new experiential stunt ideas were:

- (So Cal) Bus to Tahoe Stunt – picking up skiers at a bust stop in Mammoth with a pretend shuttle. We capture the reactions of the “targets” on video, for use in social media. Targets get lift tickets for playing along.
- (So Cal) Scavenger Hunt Stunt – placing free Tahoe lift tickets in hidden places throughout Mammoth and people can find a snowbound scavenger hunt. Using twitter, they will post hints and updates throughout the hunt.

Tom also reported that he still believe in work, life “balance” strategy mainly because it is needed. He shared some of the “balance” ideas for TV. Some other recommendations were: Kick-in-the-ass-er (digital campaign), “Johnny Mosely or Daryn Rahlves” training (video), Stress test and Management Intervention (both digital).

Jennifer shared she thought it was heavy on the snow message. She recommended that if we look at a billboard in Mammoth that it should be an image of Lake Tahoe which will drive more business to the lakeside community and we have to remember if the snow is not great a lot of visitors have the propensity to cancel. Andy shared some of the photography is still to be determined. Another committee member shared all the ads had Caucasian people in it and Bay Area is heavy on other ethnicities so it would be important to change that.

It was also recommended that we leverage the Winter Olympics in Sochi. Julie shared studies show Winter Olympics helps the snow sport industry but we have to be careful as we can’t use the word “Olympics.” Other committee members shared they like the stunts and some that were mentioned were the bus idea, TV ads for balance, group training and scavenger hunt. They are participatory and fun and in-line with our messaging.

6.0 REVIEW, DISCUSSION AND POSSIBLE RECOMMENDATION TO BOARD ON THE 2013 FUND BALANCE CARRY-OVER MARKETING EXPENDITURES – ANDY CHAPMAN

- 6.1 Andy reported the fund balance carry-over discussion has been presented to all the different committees and it will go back on the Board of Directors agenda next week. There have been discussions with all the different business associations for their input as well in regards to some of the items under the marketing department.

Sandy reported on the Executive Committee's discussion this morning regarding the \$50,000 initially marked for "Special Event Position working in conjunction with Business Associations." It was requested that the language be changed to "Product Development Support." The \$50,000 will not be specified at the moment but given to the BACC to determine. She reported the business associations will need to do the following: 1) Plan of Action 2) Scope of work 3) Annual strategy. She shared this is something that will take time to develop but BACC will look at developing a year-long strategic plan starting in November. She shared the \$30,000 allocated towards Lake Shore October – April Marketing and Promotion Grant Program (also to be allocated by the BACC), there should be a plan for in December. Sandy also stated the BACC will be looking to increase the committee structure. She also reported that if the Board of Directors is not comfortable with the decision on the \$50,000 it would be recommended to be put towards Infrastructure and go back on the agenda in April.

Joy from the North Tahoe Business Association shared from a Business Association standpoint they feel their job is to deliver on the brand message that the organization puts out and to draw the destination visitors here. She stated the Business Associations have limited budget in regards to both staffing and marketing. She is looking forward to working collectively with this group. Sandy also shared there will be more interaction between BACC and our marketing team to make sure we all delivering on our brand message.

Andy reported that the Special Event Grant Funding will be going back to the Business Association Chamber Collaborative Committee next year. The Special Event Grant Funding currently has a Special Event Task Force with representative from our different committees.

- 6.2 A couple of the committee members questioned the \$50,000 allocated to GoTahoeNorth.com website redesign. Andy stated the website needs to be upgraded. The two original sites were band-aided together. The underlying database needs to be simplified and have better navigation. Nick with School of Thought shared this is really necessary. At the moment it is time consuming to make changes and "bad code" is written over "bad code." Nick stated we need to build something that is more flexible for the future.
- 6.3 A committee member commented on how small our marketing budget is compared to other destinations like Mammoth. He stated it would be interesting to have a discussion with this group on how it is necessary to expand to other areas to make a greater impact. Jennifer Merchant stated our smaller marketing budget does not reflect what our area ski resorts spends on marketing and this is something that is important to keep in mind. Andy did report a Destination Task Force group will be meeting soon. This group was created to come up with a long term strategic goal for North Lake Tahoe.
- 6.4 **M/S/C (Williams/Moore) (7/0/1- Merchant abstained) to approve the fund balance carry-over proposal**

7.0 REVIEW OF 2014 MARKETING COMMITTEE APPOINTMENT PROCESS – ANDY CHAPMAN

- 7.1 Andy gave a quick overview of the Marketing Committee appointment process. Each year one of the pools is appointed for a new three year term. Members from Pool C who completed their three year term this year are: Brett Williams, Heather Allison, Kevin Hickey and Julie Maurer. Staff thanks the committee members for their service on the committee. Andy shared the organization is looking to fill five seats. Three new committee members will be appointed to serve a 3 year term through 2016 (Pool C), one committee member will be appointed to serve a one year term through 2014 and one will be appointed to serve a two year term through 2015.

Staff will advertise the open positions through local media and chamber outreach with a deadline for interested parties on Friday, December 28th, 2013. Sandy shared there are new people at Squaw and Northstar that have expressed an interest in serving on this committee.

8.0 DEPARTMENTAL REPORTS

- 8.1 **Advertising** – Nick shared his report located in the departmental section of the Marketing packet.
- 8.2 **Conference Sales** – Jason is out doing site visits this week and Greg is at Smart Mart in Southern California. His report is located in the departmental section of the Marketing packet.
- 8.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet.
- 8.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 8.5 **Web** – This report is located in the departmental section of the Marketing packet.
- 8.6 **Social** – This report is located in the departmental section of the Marketing packet.

9.0 COMMITTEE MEMBER COMMENTS

- 9.1 Andy shared that the Ironman Lake Tahoe is up to 1300 registrants.

10.0 STANDING REPORTS

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

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

11.0 ADJOURNMENT

- 11.1 The Marketing Committee meeting adjourned at 4:00 pm.

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



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November 15, 2013

To: Marketing Committee

From: Andy Chapman, Chief Marketing Officer

Re: Marketing Committee Appointments

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 C appointment must submit a letter of interest and resume no later than December 2nd, 2013.
- The NLTRA Board will review applicants and appoint the new committee members at its December meeting.

Background

The NLTRA Marketing Committee consists of three pools with three members each. Each year one of these pools is appointed for a new three year term. Members from Pool C who completed their three year term this year are Brett Williams, Heather Allison, Kevin Hickey and Julie Maurer. Staff thanks these committee members for their service on the committee.

Staff will advertised the open positions through local media and chamber outreach with a deadline for interested parties on Tuesday, December 2nd, 2013.

Three new committee members will be appointed to serve a 3-year term through 2016 (Pool C), one committee member will be appointed to serve a one year term through 2014, and one committee member will be appointed to serve a two year term through 2015.

POOL C (New members appointed January 2014)

1. New Appointment
2. New Appointment
3. New Appointment

POOL A (New members appointed January 2015)

1. Chuck Maas, Marketing & Sales Consultant, Lake Tahoe Accommodations
2. Marguerite Sprague, Consultant, North Lake Tahoe Historical Society
3. Open Seat (**to be filled with a one year term, appointed in January 2014**)

POOL B (New members appointed January 2016)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Brad Wilson, General Manager, Diamond Peak Ski Resort
3. Open Seat (**to be filled with a two year term, appointed in January 2014**)