



# Marketing Committee Agenda and Meeting Notice

**Tuesday, November 29, 2016 - 2:00 pm**  
**Tahoe City Public Utility District Board Room**

## NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## Tourism 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.

## Marketing Committee

**NLTRA Board**  
**Brett Williams, Chair**  
Agate Bay Realty

### Committee Members

**Eric Brandt**  
Destination Media Solutions

**Carlyne Fajkos**  
Northstar California

**Gregg Gibboney**  
Notched

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Todd Jackson**  
Big Blue Adventure

**Becky Moore**  
Squaw Valley Lodge

**Giles Priestland**  
The Ritz-Carlton

**Marguerite Sprague**  
Tahoe Public Arts

**Placer County Rep**  
**DeDe Cordell**

**NLTRA Staff**  
**JT Thompson**

**Quorum**  
**6 Members with 1 Board**  
**Member**

Items May Not Be Heard In the Order They Are Listed

### **Call in information:**

**Dial: 712-770-4010**

**Meeting ID: 961-748**

*Please let us know in advance if you will be calling in*

- 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min)
  - October 25, 2016
- E. Presentation and discussion (Q&A) on North Lake Tahoe Activity Tickets program – Bart Peterson, IVCBVB (20 min)
- F. Discussion and possible approval of 2017 Marketing Committee Membership and Chair – Thompson (20 min)
- G. Update and Discussion of BACC program “Touch the Lake” – TAA / Thompson (20 min)
- H. Departmental Reports Overview (45 min)
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Events & Communications – A. Burke
  - Website Content – S. Fallon
  - PR / Social – The Abbi Agency
  - Advertising – Augustine
- I. Committee Member Comments (5 minutes)
- J. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - Conference Activity Report
  - Google Analytics Reporting
  - October Lodging Referral Report

This meeting is wheelchair accessible

Posted and Emailed (11/25/16 12:00 P.M.)





# 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 Tahoe City Public Utility District Board Room Tuesday, October 25, 2016 – 2 pm

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** DeDe Cordell, Brett Williams, Becky Moore, Christine Horvath, Todd Jackson, Marguerite Sprague (called in), Gregg Gibboney (called in)

**RESORT ASSOCIATION STAFF:** JT Thompson, Sandy Evans Hall, Sarah Winters, Amber Burke, Anna Atwood

**OTHERS IN ATTENDANCE:** Shelly Fallon, Andy Chapman, Erin Casey, Liz Bowling, Kim Ericksen, Bart Pedersen, Chaco Mohler, Judith Kline

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.03pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

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

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM AUGUST 23, 2016 AND SEPTEMBER 27, 2016

4.1 M/S/C (Jackson/Cordell) (7/0) to approve the meeting minutes from August 23, 2016 and September 27, 2016.

##### 5.0 DISCUSSION AND POSSIBLE APPROVAL OF WINTERWONDERGRASS TAHOE SPONSORSHIP AGREEMENT - THOMPSON

5.1 WinterWonderGrass Tahoe Music Festival will take place in Squaw Valley on March 31, April 1 and 2, 2017. NLTRA will be stepping up the in-kind services for this event.

#### Comments:

- The WinterWonderGrass in Colorado venue has changed from Vail to Steamboat Springs for 2017. Will NLTRA leverage the messaging to the audience in Steamboat Springs?
- It was suggested to look into “re-marketing” opportunities. Post visit surveys could help promote the North Tahoe Event.
- JT did share NLTRA is highlighted as a sponsor at the Colorado event.
- Spell out in the contract the bounce back digital offerings to any concert in that Fiscal Year. WinterWonderGrass may be looking to expand to Southern California.

- It was suggested to do a North Lake Tahoe branded party in Colorado and this could include Tahoe beer and possible a Tahoe Bluegrass Band.
- It was suggested that we take the advantage of the booth in Steamboat Springs.

**5.2 M/S/C (Moore/Cordell) (6/0) to approve the WinterWonderGrass Sponsorship agreement with the changes as discussed.**

**6.0 DISCUSSION AND POSSIBLE APPROVAL OF SPARTAN WORLD CHAMPIONSHIPS, 2-5 YEAR SPONSORSHIP PROPOSAL – THOMPSON**

6.1 The Spartan Race World Championships will be held in Squaw Valley, September 30 -October 1, 2017 and September 29-30, 2018. JT shared that the contract went from \$205,000 to \$250,000 for 2017 and 2018, with a first right of refusal to extend the sponsorship annually in 2019, 2020 and 2021. Squaw Valley is presenting this bid with us.

The hotels in area did great this weekend and NLTRA will be looking at working with a third party so we can better track the ROI. The major benefit with this is the Television coverage and the 2016 Spartan Race World Championships will be aired on NBC Sports Network on December 25<sup>th</sup>.

Comments:

- Using a third party for the hotel bookings seems like a great idea.
- Add trackers on the ads.
- A lot of Spartan teams where in Squaw early for this event. Make sure to do the extend-a-stay message.
- JT will be bringing back the information on the 3<sup>rd</sup> party vendor at the next meeting.
- Plant the seed with Spartan than we are open to other Spartan races in June.
- One member shared \$250,000 is too much for one event.
- Several members felt the ROI for this event is totally worth it and seem reasonable. This also fits our strike zone and well with our brand messaging.
- Seedling event versus large events are very different.
- JT shared we spent \$410,000 on Ironman and with this event we get TV coverage that alone is valued at \$700,000.
- Spartan Race does want the event to stay in Tahoe.

**6.2 M/S/C (Cordell/Moore) (5/0/1 – Jackson abstained) to approve the Spartan World Championships sponsorship.**

**7.0 DISCUSSION AND POSSIBLE APPROVAL OF ABBI AGENCY CONTRACT FOR BACC PROGRAM “TOUCH THE LAKE” – THOMPSON**

7.1 Liz shared the new concept for the Touch Lake Tahoe campaign and their goal of driving in market visitors to the lakeside towns and communities. Abbi Agency has worked on creating a map that will include coupons to lakeside businesses as well as engaging content on the map. This map should be distributed to guests checking in at ski resorts. The map will also be supported by a digital map piece and social media promotion as needed. Liz shared this is a work in progress and there will be a contest element to it.

Comments:

- Has there been a push back from the ski areas in promoting lakeside business? Liz shared this is a cross effort with Peak Your Adventure where in the summer time we try to drive business to the mountain resorts.
- Becky shared her feed-back to Caroline Ross was that there is already so much stuff the front desk office gives out. There just wouldn't give be a guarantee that it is always goes out. Liz shared there is hopefully enough call to action that it would make it look attractive.
- Becky also recommended to do a concierge party at the hotels so that they learn about the program.
- Include the Vacation Rental properties in the area too.
- Chaco recommended to include it in the visitors guide next year.
- The coupons doesn't have to be 2 for 1. Valued added deals are great too.

- Erin recommended to tie in some of the special event grant recipients. Some of the events seems appropriate for this campaign.

**7.2 M/S/C (Jackson/Moore) (5/0) to approve the BACC contract for Touch Lake Tahoe Program.**

**8.0 DISCUSSION AND POSSIBLE APPROVAL OF NORTHSTAR \$10,000 COMMUNITY MARKETING GRANT – THOMPSON**

8.1 Northstar will use the BACC Marketing grant to curate a team of 8-10 diverse ambassadors with different expertise, specialties and locations. These ambassadors will each have established and engaged social audiences on different platforms. (This could include one strong blog audience, another who specialize on Instagram and another for Facebook) These ambassadors will be invited to Northstar this winter, write a piece focusing on North Lake Tahoe, publish it on their proprietary website, socialize it on their social channels as well as share the content with the new Northstar blog and other local publications.

Comments:

- Like the idea that this is social media focused but would like to see them bring in people from Dallas. Go after the midweek traveler.
- One committee member shared she would prefer the midweek travel vs. the weekend traveler when you are skiing children.

**8.2 M/S/C (Horvath/Moore) (5/0) to approve the Northstar Community Grant with the request that we ask the influencer to bring up the value proposition of midweek travel.**

**9.0 EVENTS & COMMUNICATIONS MANAGER/WELCOME AMBER BURKE TO THE TEAM – THOMPSON**

9.1 JT introduced Amber Burke to the Marketing Committee. Amber comes to us from Northstar where she was the Senior Event Manager for the last 10 years. Prior to that she worked for EXL media.

**10.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)**

**10.1 Conference Sales** – JT reviewed the following items with the committee:

- Greg is currently at Luxury Meetings in Sand Diego and Jason is out on a site tour.
- The conference department is working more with 3<sup>rd</sup> parties so there is a need to look at the commission piece in the future.
- Staff is working on lodging options for the WinterWonderGrass Tahoe Program for 2017.
- Greg just attended IMEX in Las Vegas with RSCVA.

**10.2 Leisure Sales** – Sarah reviewed the following items with the committee:

- Hotel Beds Site Tour & Meetings on Sunday, Nov 6-8
- Attended the Nevada Governor's Global Tourism Summit in Reno, October 11th
- Mexico sales mission is scheduled for Nov 2-4, 2016.
- UK sales mission scheduled for Nov 27-Dec 2, 2016.

**10.3 Web** – Shelly reviewed the following information with the committee members:

- Shelly shared she needs help with the event calendar. It's lacking events.
- Will be switching out the website to winter soon. It's currently on a fall message.

**10.4 PR/Social** – Liz reviewed the following information:

- Liz added 4 new stops to the Ale Trail Campagin.
- Focused on winter prep and "What's New this Winter Season."
- Liz will be pitching to Southern California, the non-stop flight, specifically Long Beach. She will head to Southern California early December along with Julia Mancuso.

**10.5 Advertising** – Kim reviewed the following information:

- Kim shared they finished up the High Notes Campaign. 473,140 impressions, 5,265 engagements and 145 site visits.

- Augustine produced a winter focused Spartan spot, which aired on NBC Sports on Sept 27<sup>th</sup>. Total impressions 60,000. Upcoming winter focused spots on 10/14 and 12/25.
- Augustine did a Facebook Test Ads for choosing a creative concept and Human Nature is the campaign that was chosen.
- Website has seen some upgrades.

#### **11.0 COMMITTEE MEMBER COMMENTS**

11.1 Brett shared that \$240,000 was approved by Placer County to enforce more TOT collections. There are discussion on putting TOT certificates on all advertising.

#### **12.0 STANDING REPORTS**

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

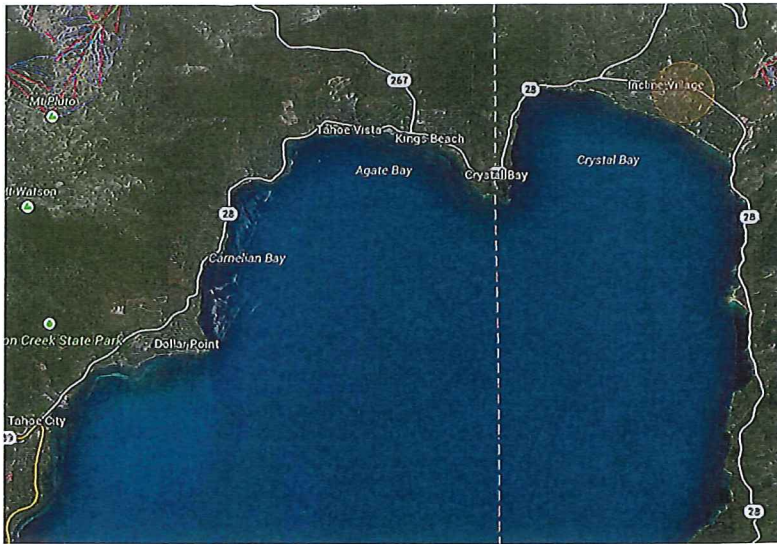
- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

#### **13.0 ADJOURNMENT**

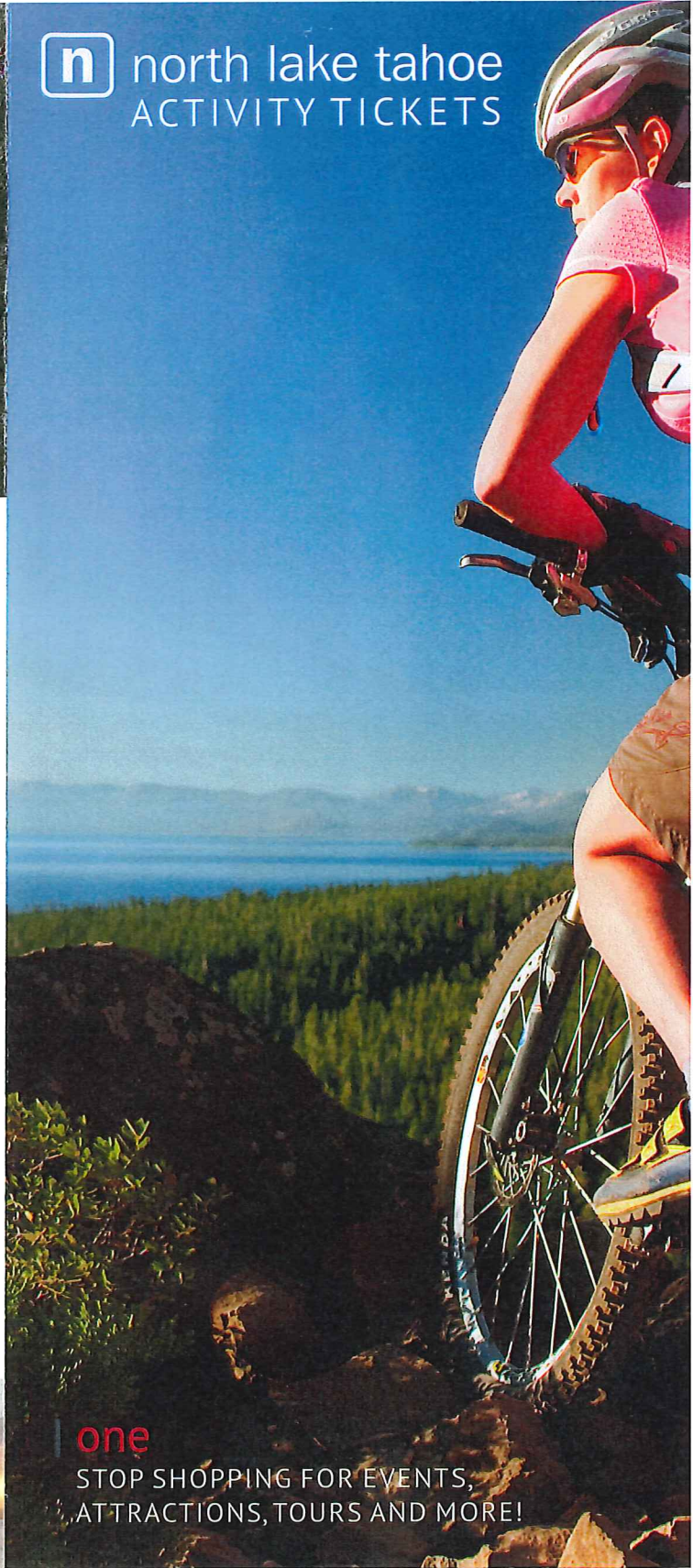
13.1 The Marketing Committee meeting adjourned at 3.50pm.

Submitted By:

Anna Atwood  
Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association



**n** north lake tahoe  
ACTIVITY TICKETS



**three**  
ADVICE FROM THE NORTH TAHOE SPECIALISTS

Your in-person resource at the Incline Village Visitors Center:

- **friendly and honest.** We can help you narrow down your choices from a local's point of view.
- **experienced and knowledgeable.** We've been showcasing all kinds of *Fun at the Lake* for more than 25 years.
- **efficient and helpful.** Like a concierge for the region, we have the latest information on activities, events, weather and road conditions, and more. Looking for directions? We'll point you in the right way. And we can book your tickets or reservations for attractions, events and tours.

**four**  
INFORMATION AND TICKETS/RESERVATIONS

- Incline Village Crystal Bay Visitors Bureau-Visitors Center  
969 Tahoe Blvd. | open daily  
Monday through Friday 8am - 5pm  
Weekends and holidays 10am - 4pm
- 800 Go Tahoe (468 2463) | 775 832 1606
- [info@gotahoe.com](mailto:info@gotahoe.com)
- [NorthTahoeActivities.com](http://NorthTahoeActivities.com)



**one**  
STOP SHOPPING FOR EVENTS,  
ATTRACTIONS, TOURS AND MORE!





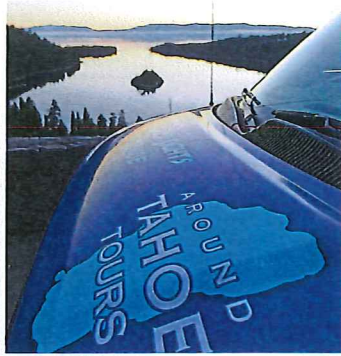
## two

### EASY WAYS TO MORE FUN AT THE LAKE

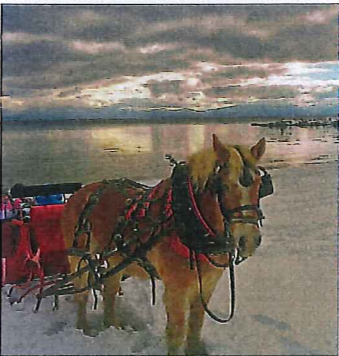
Now you can see what your options are and book all your tickets and reservations in one place.

- online: [NorthTahoeActivities.com](http://NorthTahoeActivities.com)
- in person: at the Visitors Center in Incline Village

### TOURS & MUSEUMS



Discover Tahoe's storied past, amazing scenery and recent research.

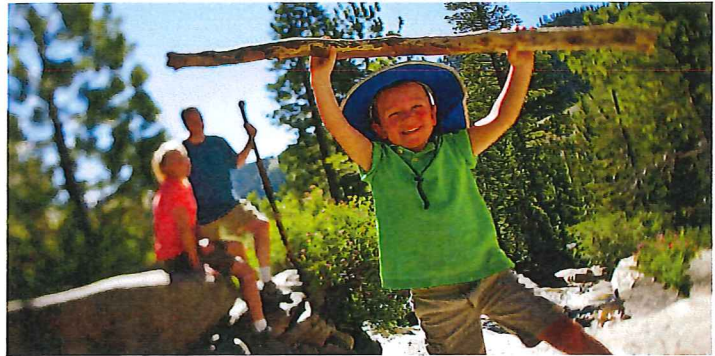


### EVENTS AND ENTERTAINMENT



Take your seat for a concert, a play or a race.

### OUTDOOR RECREATION



Rent equipment, take a lesson, or follow a guide for a paddle or hike.



Enjoy the snowscape with a pass, equipment rentals, lessons or a guide.





n north lake tahoe  
ACTIVITY TICKETS  
success by association

**eight subscribers**

OF MANY YOU PROBABLY KNOW

Regional listings increase exposure.



**Thunderbird Lodge**



**Tributary Whitewater Tours**



**Tahoe Adventure Company**



**Action Water Sports**



**Around Tahoe Tours**



**Mile High Jazz Band**



**V & T Railway**



**Lake Tahoe Cruises**

**two ways**  
TO ADD YOUR ACTIVITIES

Call 775 832 1606 | email [info@gotahoe.com](mailto:info@gotahoe.com)



n north lake tahoe  
ACTIVITY TICKETS  
so many options

**one site**

[NorthTahoeActivities.com](http://NorthTahoeActivities.com)

You can browse by activity, date, type and vendor to enjoy and explore Tahoe's north shore. For example:

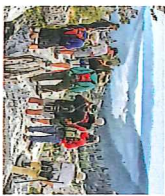
**OUTDOOR RECREATION**



Stand up paddleboard and kayak tours, lessons and equipment rentals from vendors like the Tahoe Adventure Company and Tahoe City Kayak



More on-the-water fun like rafting on the Truckee River with Tributary Whitewater Tours or wakeboarding and waterskiing with Action Water Sports



Guided mountain biking with the Tahoe Adventure Company or walking into history on a Donner Party Hike

**two numbers**

800 Go Tahoe (468 2463) | 775 832 1606





**five advantages**  
FOR YOUR BUSINESS

- popular one-stop shopping for visitors
- online "central res" for premier area activities
- instant reservations and secure purchase
- flexible, easy to use e-commerce system
- incorporates photo galleries and seating charts
- accommodates promotional offers and tracking
- experienced host
- showcasing all kinds of fun for 10+ years
- cost-effective activity sales
- low fees with a choice of programs
- attractive, professional web presence
- **NorthTahoeActivities.com**
- with proprietary booking engine
- produced and maintained by us
- easy content management by you

**North Lake Tahoe Activity Tickets homepage**



**two ways**  
TO ADD YOUR ACTIVITIES

Call 775 832 1606 | email [info@gotahoe.com](mailto:info@gotahoe.com)

**one site**  
**NorthTahoeActivities.com**

Instant reservations and secure online purchases make it easy to arrange a full itinerary, including:

**TOURS AND MUSEUMS**



**(clockwise)** Tours of the legendary Thunderbird Lodge, relaxing, entertaining narrated drives with Around Tahoe Tours, the latest Tahoe research at the UC Davis Science Center, history on wheels aboard the V+T Railway

**EVENTS AND ENTERTAINMENT**



Celebrations and outdoor and indoor concerts like the Lake Tahoe Music Festival (left) and performances by the Mile High Jazz Band

**two numbers**  
800 Go Tahoe (468 2463) | 775 832 1606





Date: November 29, 2016

To: Marketing Committee

From: JT Thompson, Tourism Director

Re: Updated Marketing Committee Appointments

### **Background**

Below is the current updated make-up of the committee and the specific pools associated with each.

#### **POOL C (Term Ends 2016)**

1. Open – Director of Sales & Marketing, Resort at Squaw Creek
2. Open – Director of Sales & Marketing, The Ritz-Carlton, Lake Tahoe
3. Christine Horvath – Director of Marketing, Squaw Valley / Alpine Meadows

#### **POOL A (Term Ends December 2017)**

1. Gregg Gibboney, Notched
2. Marguerite Sprague, Tahoe Public Art Program Coordinator, North Tahoe Arts
3. Carlynne Fajkos – Marketing Manager, Northstar California Resort

#### **POOL B (Term Ends 2018)**

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Todd Jackson, President, Big Blue Adventures
3. Eric T. Brandt, President/CEO, Destination Media Solutions

#### **Possible Marketing Committee Action**

Staff recommends replacing the two open spots with the replacements of Larry Colton, of Resort at Squaw Creek, and Giles Priestland of Ritz Carlton Lake Tahoe once those positions are filled and vetted through this committee.

