



## north lake tahoe

Chamber | CVB | Resort Association

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### MARKETING COMMITTEE MEETING MINUTES

Tuesday, November 19, 2013 – 2 pm

#### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Heather Allison, Kevin Hickey, Brad Wilson, Chuck Maas, Becky Moore, Julie Maurer, Marguerite Sprague and Eric Brandt

**RESORT ASSOCIATION STAFF:** Andy Chapman, Jason Neary, Jeremy Jacobson, Judy Laverty, Sandy Evans Hall and Anna Atwood

**OTHERS IN ATTENDANCE:** Shelley Fallon and Liz Bowling

#### I. MEETING OF THE MARKETING COMMITTEE

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

1.1 The Marketing Committee meeting was called to order by Chair Heather Allison at 2:10 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 Chuck Maas reported on *The Good Ski Guide*. *The Good Ski Guide* is one of the larger ski publications in Europe. They participated in a 10 day giveaway contest last year and it brought over 40,000 entries. Chuck shared they are participating again this year with another contest. He shared the publication is distributed on the Warren Miller shows throughout the UK. This publication is very complimentary to Tahoe and Tahoe made the cover of its first issue.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Maurer/Brandt) (8/0) to approve the agenda as presented.**

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 29, 2013

4.1 **M/S/C (Sprague/Maas) (8/0) to approve the Marketing Committee minutes from October 29, 2013 with the correction of Chuck Maas' last name.**

##### 5.0 DESTINATION STRATEGY DISCUSSION AND INDUSTRY REVIEW – RALF GARRISON

5.1 This will be tabled until next month due to phone line difficulties.

##### 6.0 UPDATE ON LEISURE SALES ACTIVITIES – JEREMY JACOBSON

6.1 Jeremy gave an update on his latest leisure activity and also shared some strategy for this winter. He stated with a limited budget the organization is working with some key partners to help leverage funds. Some of the key partners are:

- High Sierra Visitors Council – Visit California divides the state into 12 different regions. Lake Tahoe is part of the High Sierra region. Jeremy shared the organization does a buy in for the season and in return we get access to FAM visits, tradeshow opportunities and trade representation in France.
- Ski Lake Tahoe – this is made up of the 7 big ski resorts (Alpine Meadows, Heavenly, Kirkwood, Mt. Rose, Northstar California, Sierra at Tahoe and Squaw Valley), the CVB's around the lake

and Reno. Jeremy shared Sugar Bowl and Homewood recently bought an affiliate membership. The Sierra Ski Marketing Council (SSMC) heads up the regional Ski Marketing and works with all partners. He shared the organization works with SSMC to put forth strategy and help coordinate tradeshows.

- Visit California – The organization works closely with Visit California who has their head office in Sacramento and also have many satellite international offices. Jeremy stated we buy PR and Travel Trade representation in the UK & Australia.

Jeremy reported FAM visits are huge part of the leisure educational process in building product and establishing confidence in the product. On the media side it generates stories and consumer confidence. He reported Lake Tahoe just hosted the UK SuperFAM agents for one night in South Lake Tahoe. Jeremy also attended the UK SuperFAM Grand Finale series of events in San Diego consisting of a trade show format event and networking opportunities with the 55-60 top selling agents present. He also reported he just hosted the Trailfinders UK Sales agents too. Trailfinders is a high end UK wholesaler and they are starting to do a great job in selling the summer fly/drive market.

Jeremy shared a new branding project he is working on with Tahoe TV. This will be a short 2 minute video that will highlight the concentration of ski resorts in North Lake Tahoe. This video will be used for social media and be available for our wholesalers. Jeremy also gave a quick update on upcoming tradeshows. He is working a lot on social media and is busy planning his spring travel schedule.

A committee member made a comment that everyone in the marketplace uses different terminology and it may be worthwhile to come up with 3 options to achieve some level of unified phrase that this is North Lake Tahoe. Another committee member shared it may be good to always have a 50 word destination description and also a 100 word description on hand. Andy stated he is about to schedule another PR Summit and it may be good platform to initiate some of that discussion.

**Action to Andy: Add market terminology (“destination description”) as a discussion item to the agenda for the PR Summit.**

## 7.0 UPDATE ON CONFERENCE SALES ACTIVITIES – JASON NEARY

7.1 Jason stated he would like to do an overview of what the Conference Sales Department is doing this year and review the media plan, travel schedule and share the conference measurement numbers in terms of leads and bookings.

- Media Plan: Jason shared that every year we go back and review previous years’ results on ad placements and the same on tradeshow. We look at where we had success and where we had failures and then consult with both Conference Sales Committee and also with School of Thought, the ad agency moving forward. School of Thought reaches out to the different publication and they also look at where we can get additional value in terms of attending one of their tradeshow for free, banner ads, extra editorial and/or e-mail blasts and they have done a good job getting us that extra value. Jason reported the overall strategy is heavily focused on: Northern California, Southern California, D.C and Chicago. The targets are the association markets and corporations. Jason stated the company hired a part time sales representation in DC. He highlighted some of the new publications and efforts our organization has focused on this year.
- Reno Tahoe Marketing Cooperative: Jason reported the organization participates in this cooperative with a buy in of \$25,000. It is a robust media plan that has a huge national reach. This is a separate plan than the previously stated media plan. The Come See Fly Free Program is part of the Reno Tahoe Marketing Cooperative and it has been a very successful program. He shared out of the 12 leads, 9 have booked. Jason also shared that all media ads are co-branded with Reno and North Lake Tahoe and it has been a great partnership.
- Tradeshow schedule: Jason went through some of the travel schedule highlights for next year. He shared some are tradeshows but there is also sales call trips and FAMs. Many of the tradeshows are COOP opportunities where they will send out a letter of interest prior to signing up.
- Conference measurement numbers: Jason shared our lead generation numbers are up over previous years. He shared the conversion rate is about 50%. We are currently at 62 leads with a goal of 188 this year. Jason shared we have booked \$374,000 in revenue since July 1, 2013 and

these bookings can arrive anytime in the future. He reported the annual revenue goal is 2.5 million for this fiscal year 2013/14.

## **8.0 REVIEW OF 2014 MARKETING COMMITTEE APPOINTMENT PROCESS – ANDY CHAPMAN**

8.1 Andy shared he went through the committee appointment process at last month's committee meeting but there has been a request to change the dates for interested parties to submit a letter of interest and resume to Monday, December 2, 2013. He thanked the following committee members for serving their three year term: Kevin Hickey, Julie Maurer, Brett Williams and Heather Allison.

Andy reported three new members will be appointed to serve a three 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.

## **9.0 DEPARTMENTAL REPORTS**

9.1 **Advertising** – This report is located in the departmental section of the Marketing packet. Andy shared they are working on finalizing the media plan with the \$250,000 carry-over funds the Board approved. He shared we are waiting for the Board of Supervisors approval on this.

9.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet. Jason shared he has been working on an event called Elevation Tahoe, our first annual Lake Tahoe Gay Ski week in February 2014. This is modelled after the Gay Ski week in Mammoth and Park City, Utah. Jason gave credit to Eric at Diamond Peak for handing over this lead to the CVB.

9.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet.

9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. Judy shared she had a productive grant application process and it will be presented to the Board next week.

9.5 **Web** – This report is located in the departmental section of the Marketing packet. Shelley shared the website has transitioned to winter. She recommended for everyone to get their winter events in.

9.6 **Social** – Andy introduced Liz Bowling with the Abbi Agency who is our new account rep. Liz shared she is very busy working on lots of new press releases.

## **10.0 COMMITTEE MEMBER COMMENTS**

9.1 Some committee member commented on Ironman registration numbers and Andy shared last time he checked it was at 1300 registrants. Andy shared he is having some debriefs next week with Ironman. Chuck Maas shared this will be his last meeting. Andy and the committee thanked him for serving on the committee this year. Julie questioned Liz Bowling with the Abbi Agency what 4 major ski events the organization is sponsoring. Liz shared the following events the organization is sponsoring: The Rahlves Banzai Tour, The Great Ski Race, U.S. Alpine Championships and the U.S Grand Prix.

## **11.0 STANDING REPORTS**

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

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

## **12.0 ADJOURNMENT**

12.1 The Marketing Committee meeting adjourned at 4:00 pm.

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