



# Marketing Committee Agenda and Meeting Notice

**Tuesday, November 17, 2015 - 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 maximize the exposure and promotion of North Lake Tahoe on a regional, national and International level.

## Marketing Committee

**NLTRA Board**  
**Brett Williams**  
**Brendan Madigan, Alt.**

### Committee Members

**John Monson, Chair**  
Sugar Bowl

**Larry Colton**  
Resort at Squaw Creek

**Becky Moore**  
Squaw Valley Lodge

### Open

**Marguerite Sprague**  
North Tahoe Arts

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Giles Priestland**  
The Ritz Carlton- Lake Tahoe

**Glenn M. Cadematrori**  
Northstar California

**Gregg Gibboney**  
Notched

**Placer County Rep**  
**Cadence Matijevich**

**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: 712-775-7031**  
**Meeting ID: 911-871-685**

- 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 – Oct. 27, 2015 (2 min)
- E. Departmental Reports (20 min)
  - Conference Sales
  - Leisure Sales
  - Special Projects/Events
  - Website Content
  - PR/Social Communication
  - Advertizing
- F. Open Committee Seat Discussion for Staff Direction — Thompson (10 min)
- G. Spartan Race 2016 Discussion for Staff Direction – Thompson (15 min)
- H. Destination Photography Discussion (10 min) – Thompson (15 min)
- I. Winter Marketing Discussion – Thompson (20 min)
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - October DestiMetrics Report (Not available to distribute until 11/15)
  - Conference Activity Report
  - Google Analytics Reporting
  - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (11/13/15 9:00 A.M.)



# north lake tahoe

Chamber | CVB | Resort Association

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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, October 27, 2015 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** John Monson, Marguerite Sprague, Gregg Gibboney, Christine Horvath, Cadence Matijevich, Sue Busy (called in)

**RESORT ASSOCIATION STAFF:** JT Thompson, Jason Neary, Sandy Evans Hall, Sarah Winters, Judy Laverty, Ginger Karl, Anna Atwood

**OTHERS IN ATTENDANCE:** Connie Anderson, Joy Doyle, Stacie Lyans

#### I. MEETING OF THE MARKETING COMMITTEE

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

1.1 The Marketing Committee meeting was called to order at 2.07 pm 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 (Matijevich/Cademartori) (7/0) to approve the agenda with one amendment, item G. being a motion item.**

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 29, 2015.

4.1 **M/S/C (Cademartori/Matijevich) (6/0/1 – Horvath abstained) to approve the meeting minutes from September 29<sup>th</sup>, 2015.**

##### 5.0 DEPARTMENTAL REPORTS

5.1 **Conference Sales** – Jason reported that an additional \$20,000 of funding was added to the conference budget and he is looking at some new opportunity such as: tradeshow, FAM opportunities, client events and sales trips. He also shared that we are looking to end the relationship with our Chicago representative but a new replacement is being researched. He also reported on upcoming shows. Full report is located in the Departmental Reports on our website.

5.2 **Leisure Sales** – Sarah reported on Travel Trade and FAMs. She also reported on her Nordic Committee progress. Her full report is located in the Departmental Reports on our website.

5.3 **Special Projects** – Judy reported on the following events: WinterWonderGrass Tahoe, Alpenglou Mountain Festival Sky Run, Lake Placid Lacrosse, Spartan Race World Championships. Her full report is located in the Departmental Reports on our website.

5.4 **Web** – JT reported on Shelley's report. She continues to work on the new website and some of the functionality issues. JT reported that some properties are going in to update their own listing and they are checking off all the boxes. This causes staff and Shelley to have to go back in to update the listing.

Other comments brought up during this report:

JT asked the committee member when to flip the website from "Summer" to "Winter". They all recommended to do the switch now.

JT reported that he would like to discuss upcoming occupancy numbers from the Destimetrics report. He shared some concerns that January numbers are down 29%. He asked the committee members for suggestions on what can be done to highlight January bookings?

Comments from the committee members include:

- Connie shared that they could highlight January as "Book your January Vacation Now."
- Highlight MLK weekend
- MLK Weekend is not a huge demand period anymore, most properties don't charge holiday rates anymore for that weekend.
- Promote the Learn to Ski Month

**5.5 PR/Social** – Connie reviewed the Ale Trail video with the committee members and shared the Interactive Map Results. (It has over 10,000 views and Average time on image is over 20 sec.) The Campaign launched two months ago and has been very successful. Connie shared the Instagram take-over has contributed to over 4000 new likes. Other things they are working on for fall is a couple of Media FAMs. She shared they are heading to New York for a desk side trip to meet with journalists and they are looking for content. Please share any news with them by November 2, 2015. The #OptOutside hashtag that recently came in the news is a great hashtag that we could tap into.

**5.6 Advertising** – JT shared Ryan report is located in the Departmental Reports on our website. JT did ask the committee members for any advertising metrics feedback for reporting. He requested if you have any metrics or input please share it with him. One committee member suggested that a few partners provide revenue information.

## **6.0 OPEN COMMITTEE SEAT DISCUSSION – PAUL RAYMORE RESIGNATION – JT THOMPSON**

6.1 JT shared the organization is starting the annual committee process. Paul Raymore has accepted a new position with Dodge Ridge so with the 3 seats that terms out in 2015 there are now 4 available seats. The following committee members (Pool B) is ending their terms: Becky Moore, Larry Colton and John Monson. Any of these members can reapply before November 27, 2015. Any interested parties for Pool B appointment must submit a letter of interest and resume to JT. JT recommended that if you have any recommendations please forward them to him.

**Action to JT: follow up with committee members that terms out in Pool B to see if they would like to reapply.**

## **7.0 SPECIAL EVENT GRANT PRESENTATION – JUDY LAVERTY**

7.1 Judy reviewed the Grant Funding recommendation for Fiscal 2015-2016. The following events received grant funding:

- UC Davis Children's Environmental Science Day, Ecotourism activity for families that are in town. Event dates: August 2016.
- Tahoe City Oktoberfest, Potential to draw 1,000+ attendees. Event dates: October 1, 2016
- Alpenglow Mountain Festival, Prior year showed excellent growth, both events are in the strike zone. Excellent media and social results. Event dates: February 20-28, 2016 & June 18-26, 2016.
- North Tahoe Arts, received funding for two events: Plein Painting Event and Free Community Art Workshops. Event Dates: June 13-16, 2016 Plein Air Painting Event, June – September 2016 Art Tour
- Lake Tahoe Dance Collective 2016 Season, Event draws cultural tourists from out of market and has shown growth. Event dates: March, May, July & October 2016.
- Lake Tahoe Paddleboard Tahoe Cup Racing Series, Producer is expanding this three race series to include The Butterfly Effect Women's SUP Event. Funds has been used to strengthen our of market messaging. Event Dates: May, July & September 2016.
- Lake Tahoe Women's Wellness Weekend, Funding is to for digital marketing and re-targeting Bay Area. Event Dates: November 7-8, 2016

- Barcelona Nor-Cal Soccer, event needs to expand from Riverview fields to Squaw Valley and Tahoe Vista. 2015 goals was to increase from 62 teams to 100 which they achieved. Event Dates: Sept 2-5, 2016.
- Rev Tour/HoleShot Skiercross Bordercross, Possible to increase weeknight stays, may be televised in the future. Expecting 350 athletes. Event Dates: March 15-20, 2016.
- Snowfest, Event has hired two co-directors with extensive event, media and marketing experience and are enthusiastic about revitalizing Snowfest. Event Dates: March 4-13, 2016.
- Lake Tahoe Music Festival Serenades at Sunset, The Festival has hired a new Executive Director with new energy and experience. Event Dates: August 16, 2016
- Tahoe City First Fridays, In an effort to drive business utilizing extended retail hours, the grant is to be used for a marketing initiative to rebrand "First Fridays". Event Dates: First Friday of each month.

Comments from the committee member:

- Great to see the appreciation for cultural events.
- There were discussion on the amount recommended for Barcelona Nor-Cal and how many extra teams and how many extra room nights that brings. She brought up there might not be the infrastructure to support the growth of this and other initiatives like the Lake Tahoe Women's Wellness Weekend at Granlibakken better ties in with our strategy.
- Sandy shared this committee can recommend changes as can the Board of Directors.
- It was recommended that for future meetings a Marketing Committee member sit on the BACC meeting after the task force make their recommendations.

**Action to Judy: share the Special Event Criteria with the committee members.**

**7.2 M/S/C (Matijevich/Gibboney) (5/0/1 – Cademartori opposed) recommend moving forward with all the recommendations as presented with the exception of transferring \$500 of the recommended funding from Barcelona Soccer to Lake Tahoe Women's Wellness Weekend.**

## **8.0 NORDIC/CROSS COUNTRY PROGRAM UPDATE FOR 2015/16 SEASON – SARAH WINTERS**

8.1 Sarah reported that a co-op advertising was completed and the ad will be placed in the following publication: 1) Adventure sport journal, Cross country skier, Master skier and Faster skier.

Tahoe Donner is taking the lead on creating a rack size card similar to the ad, that will be placed at the Visitors Center locations and also be present at the SnowBomb Ski shows. The Nordic page on the website has now has been updated and the individual stakeholders are able to login to update their own listing with different descriptions and pictures. Sarah is currently working on the Nordic 12-pack and getting that up on our website. All tickets sales will be online and a few selective retail locations in the area.

## **9.0 USA CYCLING BUDGET REALLOCATION DISCUSSION – JT THOMPSON**

9.1 JT shared the recommendation for 2016 USA Cycling reallocation:

- FIS Ski & Snowboard World Championships, Squaw Valley \$10,000  
Original budgeted funds to be used to offset room costs due to low per diem lodging for skiers and boarders.
- Amgen Tour of California \$27,000  
The Amgen Tour of California is returning to South Shore with the Women's race. They will be making a single loop around the lake.
- Tough Mudder (2016 Location TBD) \$10,000  
Location and date to be finalized. Producer currently in negotiations with Northstar. Funds to be utilized to co-sponsor the event.
- Sky Run \$10,000  
A new sport to Lake Tahoe consists of a true mountain run experience with a 1 km vertical run and an 11K, 25K and 50K off trail cross country mountain run. Run is patterned after the Rut Run in Montana. Money will be used for sponsorship.
- Tahoe Summit Lacrosse Tournament \$5,000

The goal is to grow the tournament from 100 teams to 150 teams. Funding is for sponsorship to assist producers in acquiring dates and maintaining the current playing fields at North Tahoe HS, River View in Truckee and the Truckee HS.

- North Lake Tahoe Human Powered Sports Series \$8,000  
Funds will be used to establish/research an umbrella marketing campaign to build the "Ultimate Championships Series" of all the competitive sports in NLT.
- Special Events Web Portal \$15,000  
Working in conjunction with Placer County, the funds will be used to build a separate web portal for all special events and their impact, dates, expected attendance, etc. Gives agencies as well as the general public a very broad picture of each event and will assist all concerned in planning.

Comments:

- There were some discussion on Amgen Tour of California and why we funded this.
- JT clarified the North Lake Tahoe Human Powered Sports Series funding
- Sandy went over what the \$10,000 of funding for the Sky Run include.

The Marketing Committee members reviewed the recommendations and is favorable to staff's recommendation.

**Action to staff: Add Ironman ROI to next month's agenda.**

#### **10.0 AMGEN TOUR OF CALIFORNIA 2016 ANNOUNCEMENT – JT THOMPSON**

- 10.1 JT announced that the Women's Amgen is returning to South Lake Tahoe next year with a loop around the lake. Amgen's Men's race also has a finish stage in South Lake Tahoe. This has great television/media opportunities.

#### **11.0 NLT MARKETING COOP ADVERTIZING RFP PROCESS – JT THOMPSON**

- 11.1 Our contract with School of Thought ends soon. JT asked that the Committee Members go through the contract and let him know of any changes or input as soon as possible.

#### **12.0 COMMITTEE MEMBER COMMENTS**

- 12.1 Cadence shared that Placer County Board of Supervisors approved the Tourism Masterplan last week.

#### **13.0 STANDING REPORTS**

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

- **SEPTEMBER DESTIMETRICS REPORT**
- **CONFERENCE ACTIVITY REPORT**
- **GOGGLE ANALYTICS REPORTING**

#### **14.0 ADJOURNMENT**

- 14.1 The Marketing Committee meeting adjourned at 4.22 pm.

Submitted By:

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