



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice

LODGING COMMITTEE

Tuesday, November 12, 2013 at 3 pm

Mourelatos Lakeshore Resort

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Lodging Committee Purpose

To ensure Lodging priorities are reflected in the NLTRA's Marketing, Infrastructure and Transportation plans resulting in the generation of overnight stays, Transient Occupancy Tax and additional economic benefit in NLT. The Lodging Committee will ensure the NLT Lodging properties are aware of and utilize NLTRA's marketing activities and events.

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

Lodging Committee Members

NLTRA Board

Primary: Alex Mourelatos

Committee Members

Christy Beck, Chair
Bill Matte
Debbi Milani
Brett Williams
Kay Williams
Ulli White

Placer County Rep

Jennifer Merchant

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 Lodging 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 minutes)
- D. Approval of Meeting Minutes from October 3, 2013 (2 minutes)
- E. NLTRA Board Update Sandy Evans-Hall (5 minutes)
- F. Committee Task-Annual Meeting Plan (20 minutes)
- G. Lodging Partner Open House & Education Mourelatos Lakeshore Resort Hospitality (2.5 hours)
- H. Event Update Winter Events Judy Laverty (15 Minutes)
- I. Transportation Update-Ski Shuttle Jaime Wright/Ron Treabess (15 Minutes)
- J. Lodging Education Weddings/Family Reunions Marketing Strategy Andy Chapman (15 Minutes)
- K. Winter Marketing Plan Update Andy Chapman (15 Minutes)
- L. Standing Reports (posted on www.nltra.org)
Is the Committee Reviewing these reports?
 - October MTRiP Report
 - October Web/Geo Tracking
 - October Lodging Referral Report
 - Conference Revenue Statistics

Quorum

4 Committee Members including One Board Member



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph - (530) 581-8700 Fx - (530) 581-8762

LODGING COMMITTEE MEETING MINUTES

Thursday, October 3, 2013 – 2 pm

North Lake Tahoe Chamber/CVB/RA Conference Room Visitor Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Alex Mourelatos, Christy Beck, Kay Williams, Cynthia Schroder (sit in for Brett Williams) and Bill Matte

RESORT ASSOCIATION STAFF: Emily Detwiler, Sandy Evans Hall and Anna Atwood

OTHERS IN ATTENDANCE: None

I. MEETING OF THE LODGING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Lodging Committee meeting was called to order at 2:11 pm by Christy Beck and a quorum was established.

2.0 PUBLIC FORUM

2.1 Cynthia Schroder was introduced to the Lodging Committee. She is sitting in for Brett Williams today.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Beck/Williams) (4/0) to approve the agenda as presented.**

4.0 APPROVAL OF LODGING MEETING MINUTES FROM THE MEETING ON SEPTEMBER 5, 2013

4.1 **M/S/C (Matte/Williams) (4/0) to approve the Lodging Meeting minutes from September 5, 2013**

5.0 REVIEW OF LODGING COMMITTEE'S STRUCTURE

5.1 Christy reported she and Emily developed a new Lodging Committee Annual Meeting Plan. Emily shared the new meeting schedule: September, October, November, April, May and June. There would be three items included in every meeting:

- **Board Update** by Sandy Evans Hall
- **Committee Task** - This will be "homework" that will be picked prior to the meeting and will be discussed as one of the topics. Some of the Committee Task ideas were: Visitor Guide Lodging Section, Information Dissemination and Hospitality Road Show.
- **Lodging Education** - Emily shared some of the ideas that they came up with were: Group Sales, Tour Operators, Wedding, Mommy Bloggers and Compliance Issues. She expressed that it would be beneficial if each committee member picked a topic that interests them. For the lodging education Emily will develop special fliers and invite other lodging properties to participate. The lodging education piece is something she will be looking to the committee members for suggestions and ideas.

Emily stated that the November and June meeting would also include the following three items:

- **Transportation Update** - This would include the Coordinated Skier Shuttle plan in November and Water Shuttle plan in June.
- **Marketing Update** - Winter Media Plan update in November and Summer Media Plan update in May.
- **Event Update/Debrief** - Update on upcoming events and also debriefs after events to discuss what can be improved for the next year's event.

The committee members shared they liked the new committee structure. One committee member suggested that we send out a survey to find out what ideas are important. Some additional ideas suggested by committee members were: event collaboration, small events, family reunions (separate than wedding), reputation management, transportation vision and transportation debrief, planning for future meetings, vendors list (what vendors do properties use for different items like linens?).

Emily shared some of the education ideas the organization would handle and some she would work with the committee members on to find speakers etc. It was recommended that the meetings rotate at different properties and smaller meetings could still be held at the North Lake Tahoe Visitors Information Center. After the meeting it would turn into an "open house" and this could also include other properties and some houses in area the meeting is hosted. The committee members were all open this idea as it as a great way we can all learn the different communities and properties.

It was recommended that the updates be done first and the education pieces be last on the agenda to then invite a broader group to attend after the updates are completed.

A committee member also recommended that we make the invite and encourage everyone to attend all agenda items to engage the whole community.

Action to Emily: Send out survey to lodging properties to find out what lodging education ideas are important to them.

- 5.2 The committee members picked "wedding" as their lodging education piece for the November meeting. Alex Mourelatos volunteered to host the meeting in November at Mourelatos Lakeshore Resort. The meeting will be held **Tuesday, November 12th from 2-5 pm.**

The wedding discussion/education will include:

- What the organization is currently doing to market weddings
- Bridal Fairs and how you can participate
- Website
- Input/Feedback
- Wedding vendor list

A committee member recommended that the organization invite the Abbi Agency (PR Agency) to talk about social media and reputation management in April, 2014.

Action to Emily: Create a wedding vendor list to bring to the November meeting.

6.0 LODGING ONE-ON-ONE MEETINGS AND COMMITTEE DISCUSSION CONCERNING WHAT INFORMATION WOULD BE BENEFICIAL TO LODGING PARTNERS – EMILY DETWILER

- 6.1 Emily shared the Lodging Reference Guide. She goes out to the properties with this Guide and prefers to sit down one-on-one with all the properties. She asked if the committee members had other suggestions for what could be added in the Guide. Emily went through the Guide and shared the different opportunities. Alex suggested that she include the Coordinated Skier Shuttle and voucher program in the Guide.

7.0 STANDING REPORTS

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

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

8.0 ADJOURNMENT

8.1 The Lodging Committee meeting adjourned at 3.40 pm.

Submitted By:

Anna Atwood, Marketing Executive Assistant
NLT Chamber/CVB/Resort Association

Lodging Committee Annual Meeting Plan 2013-2014

	13-Sep	13-Oct	13-Nov	14-Apr	14-May	14-Jun
Board Update	X	X	X	X	X	X
Committee Task	X	X	Annual Planning	Reputation Management	Annual Planning	Annual Planning
Lodging Education	X	X	Wedding/Family Reunions	Reputation Management	Water Shuttle Plan	Water Shuttle Plan
Transportation Update			Ski Shuttle Plan			
Marketing Update			Winter Plan		Summer Plan	
Event Update/Debrief			Winter Events			Summer Events

Committee Task Ideas

- Visitor Guide Lodging Section
- Information Dissemination
- Hospitality Road Show
- Info One-Sheet Suggestions
- GoTahoeNorth.com Lodging
- Annual Planning

Lodging Education Ideas

- Group Sales-Jason Neary/Greg Howey, NLTRA
- Tour Operators Leisure Sales-Jeremy Jacobson, NLTRA
- ADA Compliance Issues-Guest Speaker
- Hospitality Laws and Regulations
- Central Reservations
- Event Collaboration
- Transportation Visioning Process
- Vendor/Supply Services and Products 101
- AAA Standards

Lodging Education: Staff will send out a flier with information inviting all lodging to the meeting with an RSVP



north lake tahoe

Chamber | CVB | Resort Association

Lodging Committee Meeting Education Ideas 2013/2014

Scheduled

- Weddings & Family Reunions -Andy Chapman, NLTRA (November-2013)
- Reputation Management (Yelp, Trip Advisor) & Mommy Bloggers-Abby Agency, NLTRA (April-2014)

Other Suggestions

Group Sales-Jason Neary/Greg Howey, NLTRA
Tour Operators Leisure Sales-Jeremy Jacobson, NLTRA
ADA Compliance Issues-Guest Speaker
Hospitality Laws and Regulations
Central Reservations
Event Collaboration
Transportation Visioning Process
Vendor/Supply Services and Products 101
AAA Standards

Lodging Property Feedback Needed (SENT TO ALL LODGING PROPERTIES) 11/8/2013

1. Which of the following Lodging Educational topics would you find helpful? (You can choose more than one)

- ADA Compliance Issues
- Hospitality Laws and Regulations
- Central Reservations
- Local Event Collaboration
- Transportation in North Lake Tahoe
- Vendor/Supply Services and Products 101
- AAA Standards

Other (please specify)

2. Where do you and your front line staff find activity information for guests?

- Visitor Guides
- Internet
- Informational one-sheets provided by the Convention Visitors Bureau
- Brochure Racks

Other (please specify)

3. Which type of printed guides do you recommend to guests?

- The Official North Lake Tahoe Guide
- The Weekly
- The Sierra Sun
- Tahoe Action

Other (please specify any and all)

*4. What website do you refer to the most when finding information for guests?

F-3

5. Do you send your guests to Visitor Centers for information?

Yes

No

6. Do you ever call the Visitor Centers for information?

Yes

No

***7. Where do you send guests for information concerning public transportation?**

8. Do you distribute area maps to visitors?

Yes

No

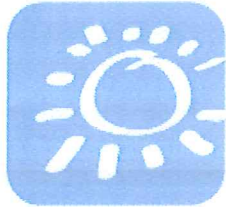
If so which one do you refer to the most?

9. Do you have any other suggestions on how we can better assist you with providing information to your guests?

Done

Powered by **SurveyMonkey**

Check out our [sample surveys](#) and create your own now!



north lake tahoe

Chamber | CVB | Resort Association

MOURELATOS
LAKESHORE RESORT

**You & your staff are invited to a
Lodging Partners Open House at
Mourelatos Lakeshore Resort**

**Tuesday, November 12
4 to 6:30 pm**

Join us to learn about:

- The 2013-14 winter marketing plan
- The FREE North Lake Tahoe Ski Shuttle
- How the NLTRA markets weddings & family reunions
- Upcoming winter events
- Upcoming lodging partner events

Come network with other North Lake Tahoe lodging providers and enjoy Mediterranean hospitality, hors' d oeuvres & beverages

**Mourelatos Lakeshore Resort
6834 North Lake Blvd, Tahoe Vista CA**

**RSVP by November 9th with Anna Attwood
Anna@GoTahoeNorth.com, 530.581.8722**



Providing FREE
Ski Shuttle Service
from Tahoe's North
& West Shores To:



Guests can leave their car behind and avoid traffic, parking and winter driving conditions. The FREE shuttle will have two express morning and two express afternoon shuttles operating. There will also be a *voucher program available to Placer County lodging properties for guests to ride TART for free at any other time. *Northstar California will be operating a separate shuttle service to and from Tahoe Vista and Kings Beach and Incline Village.

*Call the TMA/TNT at 530.582.4931 or email Julia@laketahoetransit.com for information concerning the voucher program

*Call Northstar California at 530.562.3559 for any questions concerning transportation to and from Northstar



Providing Free Ski Shuttle Service to Homewood, Squaw Valley & Alpine Meadows

December 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2014

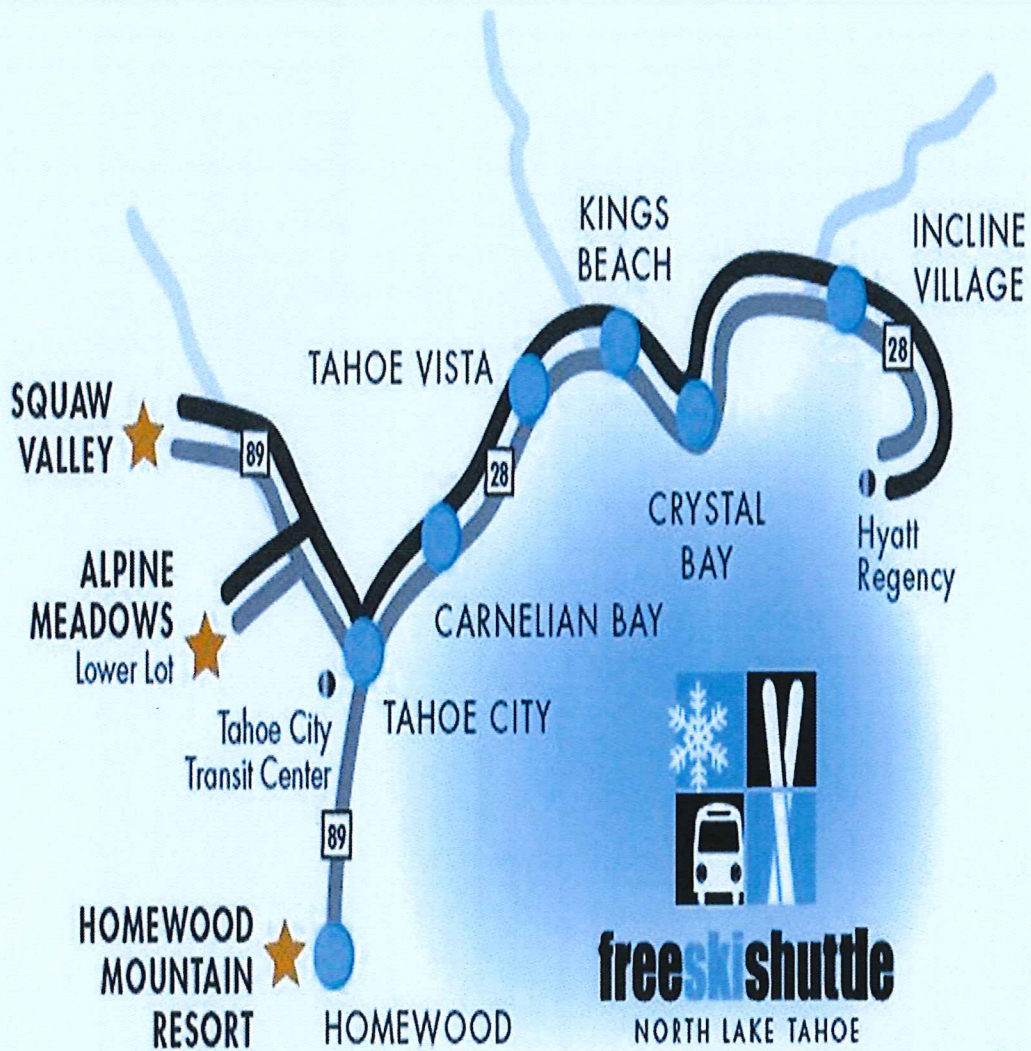
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



BUS ONE
 HYATT REGENCY · INCLINE VILLAGE
 SQUAW VALLEY · ALPINE MEADOWS
 HOMEWOOD

BUS TWO
 HYATT REGENCY · INCLINE VILLAGE
 SQUAW VALLEY · ALPINE MEADOWS

Free Ski Shuttle – Express Morning Service 2013-14

Stop Location	1 ST Run	2 nd Run
Hyatt	7:20 AM	8:05 AM
Crystal Bay	7:35 AM	8:20 AM
Kings Beach – East (Caliente)	7:38 AM	8:23 AM
Kings Beach – Central (Dave’s Ski Shop)	7:39 AM	8:24 AM
Kings Beach – West (Safeway TART stp)	7:40 AM	8:25 AM
Tahoe Vista – East (Firelite)	7:41 AM	8:26 AM
Tahoe Vista – Central (TART Stop after Anderson)	7:42 AM	8:27 AM
Tahoe Vista – West (Cedar Glen Lodge)	7:43 AM	8:28 AM
Carnelian Bay (TART Stop at 7-11/CB’S)	7:48 AM	8:33 AM
Dollar Hill (TART Stop Across from 7-11)	7:51 AM	8:36 AM
* Tahoe City – East (Peppertree Inn)	7:53 AM	8:38 AM
* Tahoe City - Central (America’s Best Value Inn)	7:54 AM	8:39 AM
* Tahoe City – West (Bank of America)	7:55 AM	8:40 AM
Tahoe City Transit Center	8:05 AM	
Deer Park – Alpine Meadows	8:25 AM	
Squaw Valley (Village East)	8:30 AM	
Tahoe City Transit Center (Transfer Point)	8:50 AM	8:50 AM
Granlibakken	8:55 AM	
Sunnyside	9:00 AM	
Homewood	9:15 AM	
Sunnyside	9:22 AM	
Granlibakken	9:27 AM	
Tahoe City Transit Center	9:37 AM	
Squaw Valley (Village East)	10:02 AM	9:15 AM

* ACTUAL STOPS TBD - STAY TUNED

Free Ski Shuttle – Express Afternoon Service 2013-14

Stop Location	1 ST Run	2 nd Run
Squaw Valley (Village East)	3:43 PM	4:25 PM
Deer Park – Alpine Meadows	3:48 PM	4:30 PM
Tahoe City Transit Center	4:08 PM	
Granlibakken	4:13 PM	
Sunnyside	4:18 PM	
Homewood	4:28 PM	
Sunnyside	4:35 PM	
Granlibakken	4:40 PM	
Tahoe City Transit Center (Transfer Point)	4:50 PM	4:50 PM
Squaw Valley (Village East)	5:10 PM	
Deer Park – Alpine Meadows	5:15 PM	
Tahoe City Transit Center	5:35 PM	
Tahoe City – West (Tahoe Marina Lodge)	5:39 PM	4:54 PM
Tahoe City - Central (Across from America's Best Value Inn)	5:40 PM	4:55 PM
Tahoe City – East (Tahoe City Inn)	5:41 PM	4:56 PM
Dollar Hill (7-11)	5:44 PM	4:59 PM
Carnelian Bay (Gar Woods)	5:48 PM	5:03 PM
Tahoe Vista – West (Tahoe Sands)	5:51 PM	5:06 PM
Tahoe Vista – Central (Morelatos)	5:52 PM	5:07 PM
Tahoe Vista – East (TART Stop East of National)	5:53 PM	5:08 PM
Kings Beach – West (Red Wolf Lodge)	6:00 PM	5:15 PM
Kings Beach - Central (Ferrari Crown)	6:01 PM	5:16 PM
Kings Beach – East (TART Stop Across from Caliente)	6:02 PM	5:17 PM
Crystal Bay	6:05 PM	5:20 PM
Hyatt	6:20 PM	5:40 PM