



north lake tahoe

Chamber | CVB | Resort Association

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GROUP SALES SUBCOMMITTEE MEETING MINUTES

October 28, 2011 – 2 pm

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Marcus Johnson, Melody Rebbeck, Rob McCormick, Max Roth, Tammie Anstedt, Brandon Sirstins, Kay Williams and Becky Moore

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Wendy Hummer

I. MEETING OF THE GROUP SALES SUBCOMMITTEE

1.0 CALL TO ORDER

- 1.1 The Group Sales Subcommittee meeting was called to order at 2:10 pm by Jason Neary.

2.0 SELECTION OF CONFERENCE SALES SUBCOMMITTEE CHAIR

- 2.1 After discussion, Max Roth volunteered to be the Conference Sales Subcommittee Chair for one year. The Chair will be expected to work with the Director of Conference Sales to form the agenda.
- 2.2 **M/S/C (Williams/Anstedt) (8/0) to appoint Max Roth as the 2012 Conference Sales Subcommittee Chair.**

3.0 APPROVAL OF THE CONFERENCE SALES SUBCOMMITTEE MINUTES

- 3.1 **M/S/C (William/Anstedt) (9/0) to approve Conference Sales Subcommittee meeting minutes from August 23, 2011.**

4.0 PRESENTATION OF MEDIA PLAN AND CO-OP OPPORTUNITIES

- 4.1 Andy reviewed the ongoing rotation of featured conference properties in the two ads placed in Forum and Successful Meetings. These ads will showcase the variety of properties in North Lake Tahoe. This was requested by the committee members at the last meeting.
- 4.2 Wendy stated that the comprehensive Conference Marketing Plan was created with input from the Subcommittee. She reviewed the FY 2011-12 Conference Media Plan located in the Conference Sales Subcommittee packet. She stated that they increased the internet marketing in the plan from last year. She noted the production costs have decreased from last year. She reminded the Subcommittee that they decided to focus marketing efforts in Northern California, Southern California and Chicago.

- 4.3 Wendy reviewed the North Shore Co-op partner opportunities for 2011/12. Total cost for all co-op opportunities is \$2950 per property. If more than 4 properties participate they can add more E-mail Blasts. The Committee suggested adding a tag line for the ads to reinforce the variety of conference meeting space in North Lake Tahoe. The deadline to commit is November 4, 2011. Jason will send out a reminder e-mail to all conference member properties on Monday October 31, 2011.
- 4.4 The Committee approved the media plan with the addition of a creative tag line. The revised plan will be reviewed at the next Conference Sales Subcommittee meeting.
- 4.5 **M/S/C (Moore/Sirstins) (8/0) to approve the 2011/12 Media Plan with changes as discussed.**

Action: Director of Sales to follow up with e-mails to conference member properties concerning co-op partner commitment.

Action: The Subcommittee suggested adding a creative tag line for Co-op ads for review at the next Group Sales Subcommittee meeting.

5.0 PRESENTATION OF NEW CONFERENCE PLANNING GUIDE

- 5.1 Jason reviewed the new conference planning guide with the Committee. This guide will be used as the primary piece of collateral for all inquiries, tradeshow and distributions. It includes: conference member properties, off-site venues, dining, activities and a location overview.

6.0 REVIEW OF TRADE SHOW/TRAVEL SCHEDULE

- 6.1 Jason reviewed the Conference Sales 12 month schedule. He stated that the Smart Mart Sales trip to Denver and Chicago were both successful and The Lake Tahoe Cooperative tradeshow in San Ramon and San Francisco was well attended. He requested that the conference property members that participated in the Lake Tahoe Cooperative tradeshow bring information on any leads generated to the next meeting. This information will be used to measure how future shows are projected.
- 6.2 Jason stated that the IMEX show was very successful. IMEX is primarily an international incentive based show. They brought in an advanced hosted buyer program with over 2000 national and international meeting planners. He stated that the show is valuable, but he is looking for more partners to participate next year.
- 6.3 The upcoming shows Jason will be attending are: UC Davis Vendor Fair, CalSAE Seasonal Spectacular, Holiday Showcase in Chicago, MILO in Reno and HSMAI Affordable Meetings West in Long Beach. HelmsBriscoe Annual Business Conference in January at the Atlantis in Reno and Smart Mart in San Francisco will also be attended.
- 6.4 There was a discussion about organizing a day FAM trip in conjunction with the HelmsBriscoe Annual Business Conference with the smaller conference partners. Jason will be looking into dates and planning for this event with conference partners.
- 6.5 The Subcommittee questioned if Jason is going to plan another Lake Tahoe Cooperative Tradeshow. He replied that there needs to be a separate follow-up meeting with partners who participated to discuss future events and to determine which markets to target.
- 6.6 **M/S/C (Williams/Rebbeck) (8/0) to approve travel schedule with changes.**

Action: Jason requested that the conference property members that participated in the Lake Tahoe Cooperative tradeshow bring information on any leads generated to the next meeting.

Action: Jason will look into the possibility of coordinating a FAM trip in conjunction with HelmsBriscoe Annual Business Conference with conference member properties. Major properties have already scheduled their individual FAM trips.

Action: Jason will need to schedule a meeting with Lake Tahoe Cooperative partners to discuss future events.

7.0 REVIEW OF SALES PRODUCTIVITY REPORTS

7.1 Jason reviewed the sales productivity reports located in the Group Sales Subcommittee packet. He stated the Conference Sales Department is close to meeting the goals for Fiscal Year 2011/12, set at \$1,700,000. The bookings are down for 2012/13 and the Conference Sales Department will be looking to focus efforts on that year. Bookings for 2014/15 are up at this time.

7.2 M/S/C (Williams/Moore) (8/0) to approve the Sales Productivity Report.

8.0 UPDATE ON HIRING THE NATIONAL SALES MANAGER POSITION

8.1 Jason stated that the organization started advertising for the National Sales Manager position last week. At this point there hasn't been a tremendous response, but they will move forward with interviewing 4 candidates out of 6 received. Jason requested that the conference member properties forward any resumes they have on file to him.

9.0 LAKE TAHOE CONFERENCE ADVISORY BOARD

9.1 Jason stated that the organization is looking at exploring the possibility of creating a Lake Tahoe Advisory Board. It has been discussed at several meetings. He spoke with Global Marketing Services (GMS) whose mission is to create and maintain advisory boards for the hospitality industry. Their scope of work will include the following functions: Board Formation and Communication, Program, Facilitation and Logistics.

9.2 The Subcommittee questioned if the organization uses a follow-up service with clients. Jason responded that he hasn't been doing it but, it should probably be re-instituted again. The Subcommittee also asked if other CVBs are successfully using Advisory Boards. Jason responded that a lot of CVBs are very happy. Part of this experience would be to get referrals from GMS to get feedback from other CVBs. Jason will get a list of clients for whom GMS has locally facilitated for to bring back to the next meeting.

Direction from Subcommittee: Move forward in exploring the Lake Tahoe Advisory Board.

Action: Jason will get a list of clients for whom GMS has locally facilitated for.

10.0 COMMITTEE MEMBER COMMENTS

10.1 The Committee requested the Groups Sales Sub-Committee agenda be posted earlier. Jason replied that Anna will e-mail and distribute packets/agendas for all future meetings at least 72 hours prior to the scheduled meetings. Andy stated next scheduled meeting will be held January 26, 2012.

11.0 ADJOURNMENT

11.1 The Sales Subcommittee meeting adjourned at 4.00 pm.

Submitted By:

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