



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday October 29th, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

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

NLTRA Tourism Division 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.”

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

Marketing Committee Members

NLTRA Board:

Eric Brandt, Primary
Valli Murnane Alt.

Committee

Members:

Heather Allison (Chair)
Kevin Hickey
Julie Maurer
Chuck Maas
Becky Moore
Marguerite Sprague
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee Members with 1 Board Member

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 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. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – September 24th, 2013 (3 min)
- E. Destination Strategy Discussion and Industry Review – Ralf Garrison, DestiMetrics (30 min)
- F. Presentation on Revised Winter Consumer Media Plan and Creative – School of Thought, Rachel Newell, Nick Wootten (30 min)
- G. Review, Discussion and Possible Recommendation to Board on the 2013 Fund Balance Carry Over Marketing Expenditures – Andy Chapman (10 min)
- H. Review of 2014 Marketing Committee Appointment Process – Andy Chapman (15 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content

- Social Marketing
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on www.nltra.org)
 - September MTRiP Report
 - September Web/GeoTracking Report
 - September Lodging Referral Report
 - August Reno Tahoe International Airport Report
 - Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, September 24, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Julie Maurer, Heather Allison, Kevin Hickey, Chuck Maas, Jennifer Merchant and Brett Williams

RESORT ASSOCIATION STAFF: Andy Chapman, Sandy Evans Hall, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Nicholas Wooten, Rachel Newell and Andrew Baird

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:05 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Chuck Maas reported they participated last year in The *Good Ski Guide* with a 10-day Giveaway contest. The *Good Ski Guide* is one of the larger ski publications in Europe. The contest brought over 40,000 entries. Chuck shared they are participating again this year because it was such a successful promotion. They are expecting 100,000 entries from all over the world this year. He will be able to share the e-mails from the contest.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Andy requested a revised agenda with the addition of item F-1, Tourism Fund Balance Carryover.

- 3.2 **M/S/C (Maurer/Williams) (6/0) to approve the agenda with the above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM AUGUST 27, 2013

- 4.1 **M/S/C (Merchant/Maurer) (6/0) to approve the Marketing Committee minutes from August 27, 2013**

5.0 SUMMARY REVIEW OF IRONMAN LAKE TAHOE EVENT – ANDY CHAPMAN

- 5.1 Andy gave a summary of the Ironman Lake Tahoe event and shared pictures. The Kings Beach start went off right at 6:30 pm. The water temperatures were fine but the air temperatures were cold. Here are some facts from the race:

- Registered Entrants: 2700+
- Did Not Start: 565 (21%)
- Finishers: 1,719
- DNF of Race Starters: 20+%; DNF on Bike: 267 (12%); DNF on Run: 182 (8%)

Andy stated Ironman Lake Tahoe was one of the toughest Ironman races. This was measured by the average finish time of 14 hours and 6 minutes and also the high rate of DNF's (Did not finish). Ironman Lake Tahoe was a punishing race, and some female age groups suffered more than others.

He also stated with a first time event there are expected learning moments. There have been debriefings with Ironman to discuss several issues of concern. The weather the day before race day was challenging but it brought spectators and athletes into local restaurant and retail businesses. A committee member recommended a better outreach to businesses for next year helping them get more business in the doors.

Andy stated an awesome job was done by all of the community and everyone was very proud and lots of comments were made by athletes about how great all the volunteers were.

Andy stated the registration for Ironman Lake Tahoe 2014 opened yesterday and as of now 1000 people have registered and we did not expect the event to sell out right away like last year.

6.0 PRESENTATION ON WINTER CONSUMER MEDIA PLAN AND CREATIVE – SCHOOL OF THOUGHT, RACHEL NEWELL AND NICK WOOTTEN

6.1 Nick with School of Thought went through last year's winter media plan and shared some of the creative that was produced and some highlights. The campaign generated 90+ million impressions. Digital efforts delivered 50,000 clicks, with 6000 landing on the lodging or Cool Deals pages. The campaign introduced new media: TV, Mobile, Social Influencer Program and Power Washings. The new winter consumer media plan budget has decreased about 30% to \$226,000. He stated they will need to prioritize their efforts to be effective in the Bay Area. This number is prior to allocating any funds from the fund balance carry-over. The media strategy would still be focused on: Find ways to deliver a competitive reach with our budget, continue to grow awareness, while focusing on conversion and reach consumers during key points of the decision phase. Nick shared the 3 different campaign options to the committee members:

1. Traditional Integrated Campaign: Strategy focused on Reach & Repetition. Highly targeted & accountable. Consistent with past initiatives. Media Mix: TV, OOH, Print, Digital and Search.
2. Integrated + Promotional Campaign: Support slow weekends with marketing funds. Reward NLT evangelist with free rooms. Creates PR buzz while driving trials. Media mix: NLT rooms, TV, OOH, Digital and Search.
3. Integrated + PR Stunt: Buzz worthy stunt displaying life balance. Media used to promote and capture stunt. Opportunity for amplified media (PR & Social). Media mix: Guerilla Stunt, NLT Rooms, TV, OOH, Digital and Search.

Nick shared the allocation of funds for the different campaigns. He is looking for directions from the committee on the different campaign options. A committee member question Nick what he thought would be the best option. Nick shared the traditional route is the safer route and it will get the regional frequency but his personal preference would always be the stunt route. The stunt route comes with a larger risk as there is a bigger focus on a smaller audience. The risk is the PR value that will be picked up. He shared he would avoid the Promotional route as it could be challenging with the amount of partners we have and agreement on how we allocate the funds.

Here are some of the committee member comments:

- When are we going to decide to focus more efforts on Los Angeles and San Diego? It's time for a change. Stand out and be different. Nick shared LA is extremely competitive and with our budget it will be difficult to be effective there.
- It's still important to be present and to have a voice in the Bay Area. Skiers flying to Colorado or Whistler equals one less trip to Tahoe.
- Andy shared with carry-over funds we could use some resources for LA and San Diego. The organization has already established great awareness in San Diego.
- We need to be less traditional in the Bay Area because there is so much competition and maybe the PR stunts would resonate more.
- A PR stunt with "a truck load of snow" at a Southern California school would have a bigger impact.
- Be careful with using cheap rooms as we don't want to be "value" but a world class ski resort.

The committee members recommended to School of Thought the following:

1. Current budget status – Integrated campaign with PR Promotions. Look at conversion rate in Northern California and Bay Area to be competitive to maintain status.
2. Integrated campaign with PR Promotions – depending on carry-over funds more efforts on Southern California, LA and San Diego

7.0 FUND BALACE CARRYOVER

7.1 Andy shared we talked about the Tourism Fund Balance Carry-over last month. Sandy and Andy touched on the two changes to the fund carry-over proposal:

1. Special Event Position – The Executive Committee recommended \$50,000 and this could be one or two different positions working in conjunction with Business Associations to find out what their needs are and to be the most effective.
2. Lakeshore Oct – Apr \$30,000 Marketing and Promotional Grant Program. This grant program would be allocated by the BACC (Business Advisory Chamber Collaborative) to assist Business Associations with events when they most need assistance.

A committee member questioned if the organization was concerned with equity on the Special Lakeshore versus the mountain communities business associations as it seems a bit unfair. Sandy shared the different grant programs the organization has available and also said the lakeside community really need help for fall, spring and winter events as they have no means of corporate backing from ski resorts.

7.2 **M/S/C (Willams/Hickey) (4/1-Jennifer Merchant abstained/1 - opposed) to approve the fund balance carry-over proposal**

8.0 PRESENTATION ON BRAND REVIEW FINDING – SCHOOL OF THOUGHT, RACHEL NEWELL

8.1 Rachel shared a recap of the brand workshop. The objective was to examine the current brand positioning for North Lake Tahoe, capture new insights and adjust where appropriate. Part of the reason it was re-visited was to answer: How do we stand out? Our competition goes head-to-head with all audience segments. We need to define our unique differentiators. Crafting a distinct personality will help to paint a clear picture of who we are. Current positioning “Pure Experiences” communicates the charm, scenery and relaxed, sophisticated lifestyle found throughout North Lake Tahoe. Rachel shared the results of the online survey done prior to the workshop and six themes were identified: Natural Beauty, Activities for all, The Lake, Balance, Real and Adventure. Some of the findings were:

- ACTIVITIES FOR ALL stood out. All participants agreed that it was a core feature of North Lake Tahoe’s offer.
- REAL was seen as a differentiating characteristic – one that evoked a down-to-earth and approachable personality.
- The natural setting and beauty if Lake Tahoe was also seen as integral – providing iconic value to the brand.

Rachel shared our strategy is still seeking balance, by escaping to North Lake Tahoe is still a primary driver for consumers and will continue to form the basis of our ongoing campaign. She shared the refined positioning will be Real Experiences instead of Pure Experiences.

9.0 DISCUSSION AND ACTION TO APPOINT A NEW COMMITTEE MEMBER TO THE NORTH LAKE TAHOE MARKETING COOP COMMITTEE – ANDY CHAPMAN

9.1 Andy shared the Marketing Coop Committee has 4 members from our organization and 4 members from Incline. He shared who currently sits on this committee and that we lost Les Pedersen. Andy asked for an appointment from this committee who would then get approved by our Board of Directors. Julie nominated Heather Allison to sit on the Marketing Coop Committee.

9.2 **M/S/C (Maurer/Hickey) (5/0- 1 abstained) to appoint Heather Allison as a new member to the North Lake Tahoe Marketing Coop Committee.**

10.0 DISCUSSION AND ACTION TO RESCHEDULE THE NOVEMBER MARKETING COMMITTEE TO TUESDAY NOVEMBER 19, 2013 – ANDY CHAPMAN

- 10.1 Andy asked the committee members to move up the November meeting one week due to the Marketing meeting falling right before Thanksgiving Holiday.
- 10.2 **M/S/C (Maas/Hickey) (5/0) to reschedule the November Marketing Committee Meeting to Tuesday, November 19, 2013.**

11.0 DEPARTMENTAL REPORTS

- 11.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 11.2 **Conference Sales** – Greg shared Jason's report. Jason is out doing site visits this week. His report is located in the departmental section of the Marketing packet.
- 11.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet.
- 11.4 **Special Projects** – This report is located in the departmental section of the Marketing packet.
- 11.5 **Web** – Shelley shared her report. Her report is located in the departmental section of the Marketing packet.
- 11.6 **Social** – This report is located in the departmental section of the Marketing packet.

12.0 COMMITTEE MEMBER COMMENTS

- 12.1 Heather shared The Ritz has recently spent \$2 million dollars and have built a Backyard BBQ. This opens in December. Sandy shared the Chamber Membership Luncheon will be held at the North Tahoe Events Center Friday, October 11. The topic will be Investment Opportunities. Kevin reported he is partnering with a company called "Corporate Relations." They put on philanthropic team building events all around the world. Kevin is partnering on a charity event for Tahoe Fund the first week of November. This will be Amazing Race type of event for 5 days with different activities. Teams can sign up and the cost is \$400 per person.

13.0 STANDING REPORTS

- 13.1 The following reports were posted on www.nltra.org:

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

14.0 ADJOURNMENT

- 14.1 The Marketing Committee meeting adjourned at 4:20 pm.

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

DRAFT

Lake Tahoe Tourism Fund Balance Carryover - NLTRA Recommendation

TOT Revenue: 60% to NLTRA \$ 1,450,372

Recommended expenses:	
Infrastructure Account	\$1,005,372
Amicus Brief supporting Regional Plan Update	\$5,000
Tahoe City Golf course LCV Challenge (R&P refund)	\$25,000 recommended by Placer County
Olympic Museum Concept Plan (R&P refund)	\$12,500 recommended by Placer County
KBCCIP Business Disruption Mitigation	\$33,000 recommended by Placer County
Discretionary Infrastructure Account	\$929,872
	<u>\$1,005,372</u>

Transportation Account (included in Infrastructure)

Transit Image Consolidation - Logo/Implementation This would be budgeted in 2014/15

NLTRA Marketing Dept. (need SofW)	\$445,000
Destination Visitor Marketing Plan (So Cal, San Diego)	\$250,000 \$200,000 recommended by Placer County
Photo and Video Assets	\$30,000
GoTahoeNorth.com Website Redesign	\$50,000
Special Event Position(s) working in conjunction with Business Associations	\$50,000 Actual position(s) will be determined jointly with Business Associations
Lake Shore Oct. - Apr. Marketing and Promotion Grant Program	\$30,000 To be allocated by BACC
Intercept and HPSI Research	\$35,000
Total Expenses:	<u>\$445,000</u>
	\$ 1,450,372

Recommendation: Any unused funding would accrue back to the Infrastructure Account held in the County Treasury at the end of FY 2013-14.



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October 29, 2013

To: Marketing Committee

From: Andy Chapman, Chief Marketing Officer

Re: Marketing Committee Appointments

Marketing Committee Lay Member Appointments

Below is the criteria used in the Marketing Committee appointment process.

- "Lay" members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- "Lay" members are appointed at the January Board meeting with the first meeting of the committee in late January.
- Interested parties for Pool C appointment must submit a letter of interest and resume no later than December 28th, 2012.
- The NLTRA Board will review applicants and appoint the new committee members at its January meeting.

Background

The NLTRA Marketing Committee consists of three pools with three members each. Each year one of these pools is appointed for a new three year term. Members from Pool C who completed their three year term this year are Brett Williams, Heather Allison, Kevin Hickey and Julie Maurer. Staff thanks these committee members for their service on the committee.

Staff will advertised the open positions through local media and chamber outreach with a deadline for interested parties on Friday, December 28th, 2012

Three new committee members will be appointed to serve a 3-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.

POOL C (New members appointed January 2014)

1. New Appointment
2. New Appointment
3. New Appointment

POOL A (New members appointed January 2015)

1. Chuck Maas, Marketing & Sales Consultant, Lake Tahoe Accommodations
2. Marguerite Sprague, Consultant, North Lake Tahoe Historical Society
3. Open Seat (to be filled with a one year term, appointed in January 2014)

POOL B (New members appointed January 2016)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Brad Wilson, General Manager, Diamond Peak Ski Resort
3. Open Seat (to be filled with a two year term, appointed in January 2014)