



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Thursday October 23rd, 2014 - 9am

The October meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday October 23rd, 2014 at 9am. The meeting will be held in the visitor center conference room of the North Lake Tahoe Chamber/CVB/Resort Association located at 100 North Lake Blvd, Tahoe City CA 96145.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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| A. | Call to Order | Chair |
| B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| C. | Roll Call | Chair |
| D. | Approval of Agenda (For Possible Action) | Chair |
| E. | Approval of April 30, 2014 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. | Overview of Summer Consumer Marketing Efforts | School of Thought |
| G. | Review and Discussion on Winter Consumer Direction
(For Possible Action) | School of Thought |
| H. | Overview of Summer Social/Public Relations Efforts | The Abbi Agency |

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| I. | Review of Winter Social/Public Relations Direction
(For Possible Action) | The Abbi Agency |
| J. | FYE 2013/14 Financial Review
(For Possible Action) | Hoffman/Sebella |
| K. | FY 2014/15 Budget Discussion
(For Possible Action) | Hoffman/Chapman |
| L. | New Business | Chair |
| M. | Public Comment (Pursuant to NRS 241.020) | Chair |
| N. | Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

Public Posting

Incline Village Post Office
 Crystal Bay Post Office
 Incline Village Crystal Bay Visitors Center
 North Lake Tahoe Resort Association

IVGID
 Incline Justice Court
 Meeting Location



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NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, April 30, 2014

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City Visitors Information Center

1.0 CALL TO ORDER

- 1.1 The meeting was called to order at 9.10 am by Chair Eric Brandt and quorum was established.

2.0 PUBLIC COMMENT

- 2.1 No public comment.

3.0 ROLL CALL

- 3.1 Committee members present at the meeting were: Heather Allison, Eric Brandt, Marc Sabella, Bill Wood, Julie Maurer, Bill Hoffman, Sandy Evans Hall, Andy Chapman, Anna Atwood, Nicholas Wootten and Tom Geary

4.0 APPROVAL OF AGENDA

- 4.1 **M/S/C (Hoffman/Wood) (5/0) to approve the agenda as presented.**

5.0 APPROVAL OF OCTOBER 10, 2013 COOP MEETING MINUTES

- 5.1 **M/S/C (Maurer/Allison) (5/0) to approve the Marketing Coop meeting minutes from October 10, 2013**

6.0 REVIEW OF WINTER CONSUMER EFFORTS – SCHOOL OF THOUGHT

- 6.1 Nick recapped the North Lake Tahoe 2013-2014 Winter Campaign. The campaign focused on:

1. Sustain northern California fan base: Focus on frequency through key touch points
2. Generate aware and growth with southern California consumers: Concentrate efforts in vertical and accountable channels

Nick shared the different media channels the campaign included:

- TV: 2,025 prime time spots for \$36,000. Plus an additional 2,981 bonus spots = \$105,000 added value. 5,006 total spots over 10 weeks TV had a 50.5% reach at a 5.2 x frequency = 3,041,734 impressions
- Out of Home – Northern California: 18 billboards, 10 posters & 5 shelters. 25,176,848 impressions = \$43,000. Plus 8 Boot Camps over 6 weeks
- Out of Home – Southern California: 2 billboards at Hwy 395 and Hwy 14. 1,094,198 impressions = \$9,000. Plus 23 gyms – 61,897 spots (16,537 bonus spots)

- Out of Home – Rebuttal Campaign: 11 digital boards for \$19,000 = 20,959,754 impressions.
- Digital included 2 Concepts/4 sizes. Northern California: 8 million impressions (\$9.60 CPM) 0.33% CTR (3 x industry benchmark). 21,000 Clicks – 5,000 Cool Deals Hits. \$77,000 Budget. Southern California: 17 million impressions (\$6.50 CPM) 0.18% CTR (2 x industry benchmark) 30,000 Clicks – 11,000 Cool Deal Hits \$104,000 Budget. Top performers were: Trip Advisor, Pandora and Open Snow.
- Social: Paid Social delivered 38,000 new followers on Facebook. This was accomplished through Precise Targeting (Indicates relevant interest in profile) and Broad Targeting (Engages in related content through timeline)
- Print: Southwest Spirit In-Flight Magazine: November issue – Reno/Tahoe feature
- Search Results for Northern California – 1.70% Click Rate \$1.16 Cost Per Click and Search for Southern California – 2.12% Click Rate \$1.54 Cost Per Click

The Campaign Findings included:

1. TV & OOH has the greatest opportunity for awareness
2. Destination Marketing – longer consumer activation process
3. Current success – Too dependent on weather
4. Paid social – Delivers on-going benefits
5. Digital & Search – Strongest conversion tools

Bill Hoffman questioned Nick on the creative being a little “edgy” on what worked and what didn’t work. Nick shared the Mammoth efforts were challenging. They are fighting for the same product and the stunt that was planned had to get pulled due to weather. He also shared that for Destination Marketing it does have a longer activation period so it’s important that we look at it with a multi-year strategy. Nick also reported that Comcast were excellent partners and Paid Social was successful. Heather recommended that when looking at the boot camps and how to increase participation to also push this out through the group side. Andy shared one of the biggest challenges this year was the weather and the perception that we didn’t have snow.

7.0 REVIEW AND DISCUSSION ON SUMMER CONSUMER MEDIA EFFORTS – SCHOOL OF THOUGHT

- 7.1 Nick started off with doing a recap of last summer’s media plan and the strategy being:
- Speak authentically to our audience
 - Take risk, respectfully
 - Highlight the universal “truth”, there is no summer in San Francisco

The Objectives for the 2014 summer media plan: 1) Sustain Bay Area consumer base 2) Grow awareness & audience in destination markets and 3) Communicate North Lake Tahoe’s variety of activities. Nick shared the 2014 total media summer budget is estimated to be at \$157,000 and he recommended that we use that to sustain Bay Area core base and that we look at incremental options like Content Marketing Video and Content Marketing Travel for our Destination Markets. The recommended media options would include: TV, Out of Home, Social (Facebook), Digital and Search. Television & Out Home = Mass reach trigger mechanism, Social = NLT Community builder and Digital & Search = Efficient lead generator. Nick shared some information on the Content Marketing options. Video Seeding would include distributing videos on YouTube, Native environments, & premium publishers – All channels & devices. It would be targeted contextually, delivering real time desired content. You only pay upon video completion and average view = \$0.18 (Guaranteed results). Content Marketing Travel: Travel Influencer. Distribute content through a trusted source with loyal followers. Outdoor activity guide = 100,000 + Subscribers. Weekend Sherpa content distributed through newsletters, online, KGO Radio and TV. Nick shared that Weekend Sherpa would be a great partner to work with.

Nick shared the budget for the media plan and included some of the highlights:

- 2,482 TV Spots – Reaching over 2.8 million people
- 21 Digital & Static billboards – Estimating 19.3+ million impressions

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- 11,000+ new Facebook followers
- 1.3 million digital impressions
- Utilize High Notes messaging for search copy & paid social placements

Nick recapped the Incremental Destination Marketing for the 3 markets that was discussed last month; San Diego, Las Vegas and Phoenix. He recommended TV to maximize impact with a minimal budget. Hyper targeted television buy could have a projected reach of 4,500+ spots. 79% reach at 5.3 x frequency, 2.8 million impressions at the cost of \$100,000 Budget (not including production)

Andy reported on the budget being \$157,000 (\$10,000 less than last year) would primarily be focused in the Bay Area. He shared the budget negotiations are under way and the organization is hoping for the additional \$125,000 funds for Marketing. The additional funds could potentially be used for the Destination Markets in Southern California.

7.2 Some of the comments/input from the marketing coop members includes:

- South Lake Tahoe has a big presence in the Bay Area, important to be present there
- Why not consider e-mail to push out to our list. Nick shared we don't really use e-mail as a call to action. It was recommended that we build it back up as it's as it still an effective method that can be easily measured and tracked.
- Andy shared we have been to San Diego in the winter time and it has been effective
- Sandy also touched on that it's important that we look at the continuing year-round message and not only summer
- Bill shared research show Los Angeles is a much larger market than San Diego so would be more inclined to focus efforts on that. Nick shared the cost of media buys in LA is much more expensive but he could focus efforts on LA proper and Orange County.
- Andy shared the Geo tracking from the website shows San Diego was in the top 5 markets.
- Use bloggers for the LA market to develop momentum and awareness
- Bill shared the Jet Blue flight into Reno would be out of Long Beach
- South Lake Tahoe is pushing more the 'family/sport message and going away from party and entertainment. Heather shared most consumers are aware of the difference between North and South Lake Tahoe. South Lake Tahoe is still a Casino-Hotel environment.
- Big Name concert in South Lake Tahoe is a big draw
- Maintenance dollar (emergency money) put aside for marketing that are targeted to a particular event/time period or opportunity. Lots of money is being spent in the winter time in the Northern California and we have a product in the winter that some don't have (our summer destination competition like Napa and Monterey). Put the bulk of the dollar in the Destination Markets for winter.

Directions from the committee to School of Thought: Work on a dual market approach for LA and San Diego to come back to the committee at next month's meeting. Eric also recommended for School of Thought to identify or flag components that could part of a multi-year strategy. Bill also recommended at looking into the Marketing Research potential that RMC did.

8.0 PRELIMINARY FY 2014/15 BUDGET DISCUSSION – ANDY CHAPMAN/BILL HOFFMAN

- 8.1 Andy shared the preliminary draft budget for 2014/15 for North Lake Tahoe Marketing Coop. He shared the total under the Consumer Marketing does not include the higher dollar number with the additional \$125,000 going to Marketing. Andy shared the estimated amounts that both the IVCBVB and NLTRA contribute with. He reported on the line items that will see an increase and some that have been reduced. Andy and Bill reported that due to flat funding they left \$50,000 in the budget for the Regional Marketing Committee (RMC) but it is necessary to look at potentially increasing this in the future because the voting mechanism at RMC has changed.

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A committee member questioned if adding a new sales person to the Conference Sales Department was beneficial. Andy shared it has been successful as lead generations has gone up and being part of the Reno Tahoe Marketing Coop and the Come See Fly Free Program has been great. Bill reported that the addition of Greg has been great as leads have gone up and also the quality of the leads. Heather shared one of their problems with bookings groups business is airlift into Reno.

Bill shared the room tax revenue with RSCVA for vacations rentals have changed. This tax will create an additional source of revenue for them starting July this year.

9.0 FY 2013/14 FINANCIAL REVIEW (FOR POSSIBLE ACTION)

9.1 Andy shared that the NLTRA handles the financial side of the coop. He stated that the intent of the coop is to spend the money and not have profit. Marc shared the financial profit and loss for the North Lake Tahoe Marketing Coop from July 2013 through end of March 2014. He also reported he would like to get this out to the Coop Committee quarterly.

9.2 **M/S/C (Maurer/Wood) (5/0) to accept the FY 2013/14 Financial review**

10.0 DEPARTMENT REPORTS

10.1 This was posted online at <http://nltra.org/meetings/>

11.0 STANDING REPORTS

11.1 This was posted online at <http://nltra.org/meetings/>

12.0 NEW BUSINESS

12.1 Julie Maurer shared she is relocating to Napa and that she has accepted a job with Silverado Resort and this will be her last meeting. Andy thanked her for the years of service to this committee.

13.0 PUBLIC COMMENTS

13.1 No public comments.

14.0 ADJOURNMENT

14.1 The meeting adjourned at 11.25 am.

Submitted By:

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



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DRAFT FY 2013/14 NORTH LAKE TAHOE MARKETING COOP BUDGET
 Revised 10/15/14

Line Item/Description	Actual 2013/14	FY 2013/14 Budget	Variance to FY 2013/14 Budget	FY 2013/14 % of Total Budget
Public Relations				
Leisure Sales	\$ 74,153	\$ 69,000	\$ 5,153	4.90%
North Tahoe Conference Sales Media/Travel	\$ 65,231	\$ 65,000	\$ 231	4.62%
Website Content Manager/Social Media	\$ 165,878	\$ 160,000	\$ 5,878	11.37%
	\$ 42,000	\$ 41,500	\$ 500	2.95%
SUB-TOTAL	\$ 347,262	\$ 335,500	\$ 11,762	23.85%
Coop/Misc. Committed Programs				
Sierra Ski Marketing Council	\$ 68,000	\$ 68,000	\$ -	4.83%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.55%
North Tahoe Wedding Promotion	\$ 5,300	\$ 30,000	\$ (24,700)	2.13%
Photography/Video	\$ 7,600	\$ 6,600	\$ 1,000	0.47%
MTRIP Research Project	\$ 19,830	\$ 18,000	\$ 1,830	1.28%
VisitingLakeTahoe.com coop	\$ 32,160	\$ 36,000	\$ (3,840)	2.56%
Fulfillment	\$ 13,867	\$ 8,000	\$ 5,867	0.57%
SUB-TOTAL	\$ 196,757	\$ 216,600	\$ (19,843)	15.40%
Consumer Marketing				
Broadcast	\$ 110,239	\$ 109,533	\$ 706	7.79%
Print	\$ 11,250	\$ 11,250	\$ -	0.80%
Out of Home (OOH)	\$ 150,853	\$ 125,900	\$ 24,953	8.95%
Online/Interactive	\$ 184,282	\$ 171,000	\$ 13,282	12.16%
Social/Mobile/SEM	\$ 90,700	\$ 97,000	\$ (6,300)	6.90%
Promotional Events	\$ 19,465	\$ 23,758	\$ (4,293)	1.69%
Media Commission	\$ 28,012	\$ 56,240	\$ (28,228)	4.00%
Retainer Fee/Production	\$ 308,000	\$ 260,000	\$ 48,000	18.48%
SUB-TOTAL	\$ 902,801	\$ 854,681	\$ 48,120	60.75%
TOTAL	\$ 1,446,820	\$ 1,406,781	\$ 40,039	
NLTRA Marketing Budget				
NLTRA Carryover to Marketing Coop (Round 1)	\$ 795,000	\$ 795,000	\$ -	100.00%
NLTRA Carryover to Marketing Coop (Round 2)	\$ 250,000	\$ 250,000	\$ -	100.00%
IVCBVB Marketing Budget	\$ 80,000	\$ 80,000	\$ -	100.00%
	\$ 361,781	\$ 361,781	\$ -	100.00%
TOTAL	\$ 1,486,781	\$ 1,406,781	\$ 80,000	105.69%
Variance	\$ 39,961			

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DRAFT FY 2014/15 NORTH LAKE TAHOE MARKETING COOP BUDGET 10/15/14

Line Item/Description	Draft FY 2014/15	Final Projected FY 2013/14 Budget	Variance to FY 2013/14	FY 2013/14 % of Total Budget
Public Relations/Social Media				
Leisure Sales	\$ 100,000	\$ 69,000	\$ 31,000	4.92%
North Tahoe Conference Sales Media/Travel	\$ 65,000	\$ 65,000	\$ -	4.63%
Website Content Manager	\$ 180,000	\$ 160,000	\$ 20,000	11.40%
	\$ 40,000	\$ 41,500	\$ (1,500)	2.96%
SUB-TOTAL	\$ 385,000	\$ 335,500	\$ 49,500	23.90%
Coop/Misc. Committed Programs				
Sierra Ski Marketing Council	\$ 80,000	\$ 68,000	\$ 12,000	4.84%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.56%
North Tahoe Wedding Promotion	\$ 10,000	\$ 30,000	\$ (20,000)	2.14%
Photography	\$ 16,000	\$ 6,600	\$ 9,400	0.47%
MTRIP Research Project	\$ 22,900	\$ 18,000	\$ 4,900	1.28%
VisitingLakeTahoe.com coop	\$ 36,000	\$ 30,764	\$ 5,236	2.19%
Fulfillment	\$ 10,000	\$ 8,000	\$ 2,000	0.57%
Website Upgrade	\$ 35,000	\$ -	\$ 35,000	15.06%
SUB-TOTAL	\$ 259,900	\$ 211,364	\$ 13,536	15.06%
Consumer Marketing				
Broadcast	\$ -	\$ 78,239	\$ (78,239)	5.57%
Print	\$ -	\$ 11,250	\$ (11,250)	0.80%
Out of Home (OOH)	\$ -	\$ 125,900	\$ (125,900)	8.97%
Online/Interactive	\$ -	\$ 171,000	\$ (171,000)	12.18%
Social/Mobile/SEM	\$ -	\$ 97,000	\$ (97,000)	6.91%
Spring Placeholder	\$ -	\$ 31,294	\$ (31,294)	2.28%
Promotional Events	\$ -	\$ 23,758	\$ (23,758)	1.69%
Media Commission	\$ -	\$ 56,240	\$ (56,240)	4.01%
Production/Creative Execution/Agency Fees	\$ 260,000	\$ 260,000	\$ -	18.52%
MEDIA TBD	\$ 505,807	\$ 854,681	\$ (88,874)	58.65%
TOTAL	\$ 1,410,707	\$ 1,401,545	\$ (25,838)	
NLTRA Marketing Budget				
NLTRA Carryover to Marketing Coop	\$ 866,746	\$ 795,000	\$ 71,746	109.02%
IVCBVB Marketing Budget	\$ 22,000	\$ 250,000	\$ (228,000)	8.80%
IVCBVB NCOT Grant	\$ 472,000	\$ 361,781	\$ 110,219	130.47%
Prior Year Net Assets	\$ 10,000	\$ -	\$ 10,000	
	\$ 39,961	\$ (2,952)	\$ 42,913	
TOTAL	\$ 1,410,707	\$ 1,403,829	\$ (3,122)	100.49%
Variance	\$ -	\$ 2,284	\$ -	

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