



north lake tahoe

NORTH LAKE TAHOE MARKETING COOP COMMITTEE

Agenda

Wednesday September 26th, 2012 at 2pm

The September meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday September 26th, 2012 at 2pm. The meeting will be held in the conference room of the Lake Tahoe Incline Village/Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd, Incline Village, NV.

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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| I. Call to Order | Hoffman, Int. Chair |
| II. Public Comment (Pursuant to NRS 241.020) | Interim Chair |
| III. Roll Call | Interim Chair |
| IV. * Appointment of New Chair for FY 2012/13
(For Possible Action) | Interim Chair |
| V.* Approval of Agenda (For Possible Action) | Chair |
| VI.* Approval of July 26, 2012 Coop Meeting Minutes
(For Possible Action) | Chair |
| VII.* Approval of June 15, 2012 Coop Meeting Minutes
(For Possible Action) | Chair |

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| IIIX.* Approval of February 17, 2012 Coop Meeting Minutes
(For Possible Action) | Chair |
| IX. Update on Agency Contract Process | Hoffman |
| X. * Review and Discussion on Consumer Wedding Plan
(For Possible Action) | SOT/RKPR |
| XI. * Review and Discussion on Consumer Winter Media Plan
(For Possible Action) | SOT |
| XII. * Review and Discussion on Conference Media Plan
(For Possible Action) | Neary/SOT |
| XIII. Review of Draft FYE 2011/12 Financial Review | Hoffman/DeRoulet |
| XIV. Standing Reports | Chair |
| XV. New Business | Chair |
| XVI. Public Comment (Pursuant to NRS 241.020) | Chair |
| XVII. * Adjournment (For Possible Action) | Chair |

*Any items on the Agenda indicated by an asterisk, are items upon which the Board may take action.

Physically disabled persons desiring to attend this meeting should contact Terry Jones at 800-468-2463

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



north lake tahoe

**NLT Marketing Cooperative Committee
Meeting Minutes – Thursday, July 26, 2012**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City Visitors Center Conference room.

1.0 CALL TO ORDER

- 1.1 The meeting was called to order at 9:15 p.m. by Interim Chair Bill Hoffman and quorum was not established as there were several Committee members absent.

2.0 PUBLIC COMMENT

- 2.1 No public comment.

3.0 ROLL CALL

- 3.1 Committee members present at the meeting were: Bill Hoffman and Les Pedersen.
- 3.2 Others present were: Andy Chapman, Lisa de Roulet, Anna Atwood, Jason Neary, Maida Marar, Tom Geary and Nicholas Wootten

4.0 INTRODUCTION OF GUESTS

- 4.1 Andy introduced School of Thought to the Marketing Cooperative Committee.

5.0 APPOINTMENT OF NEW CHAIR FOR FY 2012/13

- 5.1 Appointment of New Chair for FY 2012/13 will be tabled until the next meeting.

6.0 APPROVAL OF AGENDA

- 6.1 The Marketing Cooperative Committee accepted the agenda by acclamation.

7.0 APPROVAL OF JUNE 15, 2012 COOP MEETING MINUTES

- 7.1 Approval of meeting minutes from June 15, 2012 will be tabled until the next meeting.

8.0 APPROVAL OF FEBRUARY 17, 2012 COOP MEETING MINUTES

- 8.1 Approval of meeting minutes from February 17, 2012 will be tabled until the next meeting.

9.0 AGENCY INTRODUCTION, OVERVIEW & NEXT STEPS

- 9.1 Andy introduced the organization's new agency team, School of Thought. School of Thought shared that they are a full service; Creative and Media Company out of San Francisco. They agency has worked in Tourism and with other Tahoe agencies before. School of Thought did a very successful campaign for the Hawaii Visitors and Convention Bureau. They shared some recommendations moving forward:

- Need harder working Media, Social and Creative
- Build deeper relationships
- Push other areas, including Southern California
- Get more conferences
- Build momentum with social
- Improve conversions (site)
- The brand should equal Tahoe

School of Thought showed the Committee a video survey they completed and what they learned:

- | | |
|---|---------------------------|
| ➤ People think they don't have time | Make time |
| ➤ Bay Area takes Tahoe for granted | Remind them |
| ➤ Not top of mind – especially in SoCal | Be Bold |
| ➤ Nobody goes alone | Socialize the idea |

The agency also showed some creative ads where they incorporated the “n” logo into the message. The Committee was enthusiastic and excited about the new ideas and welcomed School of Thought as the organizations new agency.

10.0 REVIEW OF AGENCY CONTRACT ITEMS & PROCESS

- 10.1 Bill Hoffman's Board of Directors and NLT Chamber/CVB/Resort Association Board of Directors will execute the contract. Bill Hoffman shared his next Board Meeting is in September. Bill's Board of Directors is a public agency and requires the Nevada Attorney General's Office to approve the contract. Andy noted that the contract will go to our Board of Directors in September. Andy shared they will execute a short term MoU agreement until both Board of Directors have approved the contract.

Action to staff (Andy/Bill): Execute a short term MoU agreement until both Board of Directors approve the contract.

11.0 DISCUSSION ON SUMMER TRANSITION PROCESS

- 11.1 Andy and School of Thought have already had several meetings discussing the Leisure side and Media planning. Andy noted that Conference and Wedding searches are already transitioned over to the new agency. He shared Smith & Jones is still hosting the organization website until August 1st. He stated there is a plan in place and Smith & Jones/EXL will execute that.

12.0 UPDATE ON HYLAND GROUP CONTRACT

- 12.1 Bill shared beginning July 1, 2012 the conference department began a partnership with the Hyland Group. The Hyland Group is a Meeting Industry Representation Organization with offices in Chicago and Washington, DC. They currently also represent other CVB's like Palm Springs and Monterey along with lots of hotels. The organization has already seen several leads and it's a great opportunity for North Shore to be represented on a national scale. This is a lake-wide effort and the organization will be looking at South Shore for a financial partner in this effort.

13.0 REVIEW AND DISCUSSION ON CONFERENCE PLAN

- 13.1 Jason noted the Group Sales Subcommittee gave clear direction on what market they wanted to focus efforts: Northern & Southern California and Chicago; Associations and Corporations. Jason has been meeting with the new ad agency, School of Thought, to review and discuss the conference plan. Nick with School of Thought shared some of his ideas moving forward:
- Increase more traffic to website and phone calls
 - Tracking (these insertions gave “x” amount of submission)
 - Digital test – creating banners – Successful Meetings and Meetings & Conventions – Submit RFP on banners

Bill shared it is difficult to communicate with Meetings Planners. Jason mentioned Smith and Jones had done a questionnaire with some meeting planners and he stated he will follow up to see if they can share it. Jason also brought up they did look into having a “Destination Advisory Board” which would be very beneficial to our destination but it was out of the budget this year. He stated he hope we can look at this again in the future.

Action to staff (Jason): Follow up with Smith & Jones about the questionnaire they did with meeting planners.

14.0 IRONMAN LAKE TAHOE PRESENTATION

- 14.1 Andy shared the Ironman was sold out in 18 hours; 2600 entries and the contracts have been signed. Jason has been working setting up 1200 room block with the different lodging properties. He shared the Village in Squaw is already sold out. Andy said they will work with Ironman to do another push for registrants to book their lodging reservations. Andy stated he has been to lots of Homeowners Meetings talking to Boards in the last couple of weeks and the bike route has been approved by all Boards.

15.0 FINANCIAL REVIEW

- 15.1 Lisa reviewed the Financial Statement with the Committee. She stated she will be closing out the year in Great Plains but moving over to Quick Books.

16.0 OLD BUSINESS

- 16.1 No comments.

17.0 NEW BUSINESS

- 17.1 Andy shared he continues to work on the Tour of California bid for next year. He said we would be looking for the finish stage.

18.0 PUBLIC COMMENT

- 18.1 No public comment.

19.0 ADJOURNMENT

- 19.1 The Marketing Cooperative Committee adjourned at 10:30am.

Submitted By:

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

**NORTH LAKE TAHOE MARKETING COOP COMMITTEE
BOARD MEETING MINUTES
Friday June 15, 2012**

The June meeting of the North Lake Tahoe Marketing Coop Committee was held at the Lake Tahoe Incline Village Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd., Incline Village, NV 89451.

I. Call to Order

The meeting was called to order at 3:07 pm by Interim Chair, Bill Hoffman.

II. Roll Call

Those attending were Sandy Evans Hall, Davey Ratchford, Les Pederson, Lee Koch, Bill Hoffman and Administrator, Andy Chapman.

III. *Public Comment – Pursuant to NRS 241.020

None

IV. Discussion and Action on Agency Services Contract

Bill Hoffman recapped the extensive FP process for agency selection and turned to Andy Chapman for a detailed review of presentation and RFP committee recommendations.

Andy indicated that the Sub-Committee is recommending moving forward with contracting School of Thought as the next term agency for the Coop, for creative, media buying and account management

Bill Hoffman asked for a motion to accept the recommendation of the RFP Sub-Committee. A motion to that effect was made by Lee Koch, seconded by Davy Ratchford, and the motion passed unanimously.

V. New Business

None

VI. Old Business

None

VII. Public Comment

None

VIII. Adjournment (for Possible Action).

Bill Hoffman requested a motion to adjourn. A motion was made, seconded and passed. The meeting was then adjourned.

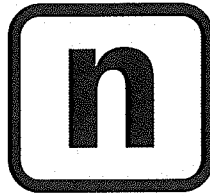
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NLT Marketing Committee Co-op

Physically disabled persons desiring to attend this meeting should contact Terry Jones at
(775) 832-1606 ,

Public Posting

Incline Village Post Office
Crystal Bay Post Office
Incline Village Crystal Bay Visitors Bureau

IVGID
Incline Justice Court
Meeting Location



north lake tahoe

NLT Marketing Cooperative Committee Meeting Minutes – Friday, February 17, 2012

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Resort at Squaw Creek.

1.0 CALL TO ORDER

- 1.1 The meeting was called to order at 2:10 p.m. by Les Pedersen and a quorum was established.

2.0 INTRODUCTION OF NEW COMMITTEE MEMBERS

- 2.1 Andy Chapman introduced new marketing coop committee members, John Hernstat from the Hyatt and David Ratchford from Northstar. New committee member Alex Mourelatos with Mourelatos Lakeshore Resort was not present today.

3.0 ROLL CALL

- 3.1 Committee members present at the meeting were: Bill Hoffman, Executive Director, IVCBCB; Sandy Evans Hall, Executive Director, NLT Chamber/CVB/Resort Association; John Hernstat, Hyatt Regency Lake Tahoe; Les Pedersen, Resort at Squaw Creek; David Ratchford, Northstar California.
- 3.2 Others present were: Andy Chapman, NLT Chamber/CVB/Resort Association; Lisa de Roulet, NLT Chamber/CVB/Resort Association; Anna Atwood, NLT Chamber/CVB/Resort Association; Pettit Gilwee, Pettit Gilwee PR; Mike Williams, Smith and Jones; Kerstin Plemmel, Smith and Jones; Allyson Freedland, RKPR; and Wendy Hummer, EXL Media.

4.0 APPROVAL OF AGENDA

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

5.0 APPOINTMENT OF NEW CHAIR FOR FY 2011/12

- 5.1 Bill Hoffman volunteered to act as Chair for the Marketing Coop Committee for 2012.

- 5.2 **M/S/C (Evans Hall/Pedersen) (5/0) to elect Bill Hoffman as Chair for 2012.**

6.0 APPROVAL OF SEPTEMBER 28, 2011 COOP MEETING MINUTES

- 6.1 **M/S/C (Pedersen/Ratchford) (5/0) to approve the North Lake Tahoe Marketing Cooperative Committee meeting minutes of September 28, 2011 as presented.**

7.0 DISCUSSION ON NLT MARKETING COOPERATIVE AGREEMENT

Action: Sandy and Bill to bring forward language changes for the Marketing Cooperative agreement to this committee for vote through e-mail.

8.0 REVIEW AND APPROVAL OF AGENCY RFP PROCESS

8.1 Andy gave a quick overview of the agency Request for Proposals document for advertising and marketing services. The anticipated release date will be March 15, 2012 with a deadline for qualified proposals due on April 16, 2012. Andy stated the Marketing Cooperative Committee will elect subcommittee members today from both organizations that will review and evaluate the responses. Agreement between the bidder and Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Chamber/CVB/Resort Association will be signed mid May 2012. David Ratchford recommended including budget numbers in the RFP process.

8.2 The Committee agreed to include an overall coop budget outline in the RFP.

8.3 M/S/C (Evans Hall/Pedersen) (5/0) to release the RFP document on March 15, 2012 and include the overall coop budget numbers with it.

9.0 APPOINTMENT OF RFP SUBCOMMITTEE

9.1 Andy reported the North Lake Tahoe Marketing Cooperative will undergo an Agency RFP process over the next few months. As part of this process, it is recommended that a subcommittee of the Coop Committee be established to act on behalf of the Coop. Some of the duties of the subcommittee will include:

- Oversee solicitation RFP process
- Oversee solicitation of agency bid
- Review agency bids
- Determine qualification and acceptance of bids
- Participate in selection procedure of bids
- Recommend successful agency to NLT Coop Committee for final approval

9.2 The following Marketing Coop Committee members were recommended to serve on the subcommittee: David Ratchford, Les Pedersen, John Herstat and Lee Weber-Koch.

Action: Andy will communicate a meeting schedule with the subcommittee members.

10.0 UPDATE ON MARKETING EFFORTS DUE TO CURRENT CONDITIONS

10.1 Andy gave an update on what staff has been doing related to pre storm and post storm efforts. Over the last several weeks, staff and agency partners focused efforts and resources on communicating current and accurate resort and snow information to not only our guests but also to our local community. This effort was initiated to ensure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region.

Some of the pre-storm efforts that were done:

- Coordinated resort PR/Marketing meeting on Jan. 6th to discuss messaging and tactics.
- 5 station Bay Area radio campaign week of Jan. 9th promoting snowmaking.
- Conducted 8 live radio interviews on current conditions
- Daily ski report on lifts and runs distributed to lodging and chamber members.

- Recorded video of Olympic Heritage Celebration Snow Dance for distribution.

10.2 Wendy with EXL Media reviewed highlights of the media plan. Mike and Kerstin with Smith and Jones reported on the gotahoenorth website and the results of the e-mail survey. Allyson Freedman with RKPR reported on social media. Pettit Gillwee reported on public relations highlights.

11.0 REVIEW AD AWARENESS STUDY REPORT FROM LA/SF

11.1 Andy reported on the results of Lake Tahoe Advertising Tracking Report. This report is posted on <http://nltra.org/marketing/>.

12.0 REVIEW OF CONSUMER EMAIL SURVEY RESULTS

12.1 Andy reported on the email survey to our database in November 2011. The goals of the survey were to look for ways to improve open rates and click through rates, to determine consumer's view on more compelling and valuable email content, and to build our database. Mike with Smith and Jones shared that the survey was sent on October 14, 2011. As of December 20, 2011 there were 175 respondents and the survey included 10 questions. Some of the top responses for two of the questions were:

- **As a recipient of North Lake Tahoe's monthly emails, what information is of interest to you?**
 1. Cool deals (dining, hotel, shopping, activities, etc.) at North Lake Tahoe - 84.0%
 2. Events at North Lake Tahoe - 69.1%
 3. Seasonal activities at North Lake Tahoe (i.e. biking, skiing, paddle boarding) - 62.9%
- **How often would you like to receive emails from North Lake Tahoe?**
 1. Whenever there is time-sensitive information to share, such as limited time offers - 57.1%
 2. One time per month - 44%

Based on findings and results from recent e-blast some of the recommendations Mike shared were: continue sending monthly e-blasts with a focus on deals and events. Include information and links to: seasonal outdoor activities, special festivals and events, couples and family activities. Send time-sensitive e-mails as needed, such as snow reports, contests, and special deals and events.

13.0 FYE 2011/12 FINANCIAL REVIEW

13.1 The Committee reviewed the balance sheet and statement of activities for the year ending December 31, 2011.

13.2 **M/S/C (Pedersen/Ratchford) (5/0) to approve the December 31, 2011 financial statements as presented.**

14.0 NEW BUSINESS

14.1 None

15.0 PUBLIC COMMENT

15.1 None

16.0 ADJOURNMENT

16.1 The North Lake Tahoe Marketing Cooperative meeting was adjourned at 4.10 p.m.

Submitted By:

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