



# north lake tahoe

## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Thursday, October 10<sup>th</sup>, 2013, 2pm

The October meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday October 10<sup>th</sup>, 2013 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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|----|--|--------------|
| A. | Call to Order  | Bill Hoffman |
| B. | Public Comment (Pursuant to NRS 241.020)   | Bill Hoffman |
| C. | Introduction of New Committee Member Heather Allison                               | Andy Chapman |
| D. | Roll Call  | Bill Hoffman |
| E. | Approval of Agenda (For Possible Action)   | Bill Hoffman |
| F. | Appointment of Chair for FY 2013/14 (IVCBVB Rotation)<br>(For Possible Action)     | Bill Hoffman |
| G. | Appointment of Vice-Chair for FY 2013/14 (NLTRA Rotation)<br>(For Possible Action) | Chair        |
| H. | Approval of March 27, 2013 Coop Meeting Minutes<br>(For Possible Action)           | Chair        |

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|-----------|---|-------------------|
| <b>I.</b> | Presentation on Getting Away Together PBS Opportunity<br>(For Possible Action)    | Chuck Maas        |
| <b>J.</b> | Review, Discussion and Direction on Winter Consumer Plan<br>(For Possible Action) | School of Thought |
| <b>K.</b> | Presentation on Brand Review Findings   | School of Thought |
| <b>L.</b> | Winter Communication and Social Strategies  | The Abbi Agency   |
| <b>M.</b> | FYE 2013/14 Budget Review<br>(For Possible Action)                                | Hoffman/Sebella   |
| <b>N.</b> | Department Reports  | Chair             |
| <b>O.</b> | Standing Reports  | Chair             |
| <b>P.</b> | New Business  | Chair             |
| <b>Q.</b> | Public Comment (Pursuant to NRS 241.020)  | Chair             |
| <b>R.</b> | Adjournment ( For Possible Action)  | Chair             |

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



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## **NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, March 27, 2013**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Resort at Squaw Creek, Granite Chief Conference room.

### **1.0 CALL TO ORDER**

- 1.1 The meeting was called to order at 11.05 p.m. by Chair Les Pedersen 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: Bill Wood, Bill Hoffman, Les Pedersen, Eric Brandt and Julie Maurer
- 3.2 Others present were: Andy Chapman, Anna Atwood, Maida Marar, Tom Geary and Nicholas Wootten

### **4.0 APPROVAL OF AGENDA**

- 4.1 **M/S/C (Hoffman/Wood) (5/0) to approve the agenda with deletion of item 5 and item 10.**

### **5.0 APPROVAL OF SEPTEMBER 26, 2012 COOP MEETING MINUTES**

- 5.1 **The approval of the Marketing Coop minutes will be tabled until the next Marketing Coop meeting since they were not included in the marketing coop packet.**

**Action: Include minutes from September 26, 2012 in the next Marketing Coop packet.**

### **6.0 UPDATE ON WINTER CONSUMER CAMPAIGN AND RESULTS – SCHOOL OF THOUGHT**

- 6.1 Tom Geary reported on the Winter Escape Campaign that just ended on March 10, 2013. He stated over a million bonus impressions, plus the additional 2.2 million impressions from Collective. The campaign drove over 32,000 consumers to GoTahoeNorth.com with over 3,000 hits to the Lodging and Cool Deals pages. Some highlights were Pandora's click through rate (CTR) was 3 times higher than the overall campaign CTR. Trip Advisor yielded a 98% conversion rate to the Lodging page.
- 6.2 Nick reported on the Out of Home (OOH) Winter Escape Campaign results. The total impressions: 64,994,264. Some of the placements included: 13 billboards, 10 mini billboards, 12 bus shelters, 200 power washings and 25 full bus backs. Nick shared although the OOH campaign has come to an end, the organization is still receiving bonus on 75% of the billboards, including three high profile placements. Nick shared they got great feed-back on the power washings. He also shared that after a 5 year hiatus, the organization included

television in the campaign. By making a return to television they were able to fulfill a multi-screen marketing approach and increase awareness through television's broad reach.

6.3 Maida with School of Thought shared with media you have to be creative to stand out. She shared with their mobile apps and power washing they really achieved that. She stated looking forward a few good ideas would be to: the use of calendars, Coordinating with Public Relations and look at new opportunities. She also recommended testing two subject lines with same e-mail but different photos to optimize. More risk but potentially more rewards.

6.4 Andy shared the organization website at some point needs improvement. This is something that will need to be addressed soon. He also shared the organization is about to start another consumer awareness study.

**7.0 DISCUSSION ON PUBLIC RELATIONS CONTRACT CHANGES – ANDY CHAPMAN/BILL HOFFMAN**

7.1 Andy reported that Pettit Gilwee has resigned her account. He stated he has received response from several people and he will move forward jointly with Bill Hoffman to replace the position. Bill questioned the committee if they were comfortable with Andy and him going through the selection process. Eric Brandt question how long the contract is and Andy shared it's an annual contract. There were no objections to Andy and Bill moving forward and selecting a new public relations firm/person.

**8.0 SUMMER PLANNING PROCESS – SCHOOL OF THOUGHT/ANDY CHAPMAN**

8.1 Andy reported although the organization don't know the budget dollar amount yet, they will be moving forward coming up with a number the organization is comfortable with. There may be opportunity to borrow some of the carry-over funding for April to June period so Nick can move forward and start planning for summer. Nick reported that summer is more of a challenge to secure media buys than winter season.

**9.0 FY 2013/14 INITIAL BUDGET DISCUSSION – ANDY CHAPMAN/BILL HOFFMAN**

9.1 Bill shared they are anticipating having a smaller budget for 2013/14. Andy also touched on the budget process and timing with the board of directors.

**10.0 STANDING REPORTS**

10.1 Andy pointed out some highlights on the MTRip report to the committee.

**11.0 NEW BUSINESS**

11.1 No comments.

**12.0 PUBLIC COMMENT**

12.1 No public comment.

**13.0 ADJOURNMENT**

13.1 The Marketing Cooperative Committee adjourned at 11.25 am.

Submitted By:

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