



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 September 24, 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 Murmane 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 – August 27th, 2013 (3 min)
- E. Summary Review of Ironman Lake Tahoe Event – Andy Chapman (20 min)
- F. Presentation on Winter Consumer Media Plan and Creative – School of Thought, Rachel Newell, Nick Wootten (30 min)
- G. Presentation on Brand Review Finding – School of Thought, Rachel Newell (30 min)
- H. Discussion and Action to appoint a new committee member to the North Lake Tahoe Marketing Coop Committee – Andy Chapman (10 min)
- I. Discussion and Action to reschedule the November Marketing Committee to Tuesday, November 19th – Andy Chapman (5 min)

- J. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - Social Marketing
- K. Committee Member Comments (*5 minutes*)
- L. Standing Reports (posted on www.nltra.org)
 - August MTRiP Report
 - August Web/GeoTracking Report
 - August Lodging Referral Report
 - July Reno Tahoe International Airport Report
 - Conference Activity Report

Posted and Emailed 9/20/13



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, August 27, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Heather Allison, Kevin Hickey, Becky Moore, Chuck Maas, Julie Maurer and Brett Williams

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Sandy Evans Hall and Anna Atwood

OTHERS IN ATTENDANCE: Amanda Horn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:15 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Andy requested a revised agenda with the addition of item E to the agenda. (Review, Discussion and Board Recommendation on Tourism Fund Balance Carryover)

- 3.2 **M/S/C (Brandt /Maurer) (7/0) to approve the agenda with the above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 28, 2013

- 4.1 **M/S/C (Maurer/Brandt) (7/0) to approve the Marketing Committee minutes from May 28, 2013**

5.0 REVIEW, DISCUSSION AND BOARD RECOMMENDATION ON TOURISM FUND BALANCE CARRYOVER – ANDY CHAPMAN

- 5.1 Andy reported the organization recently heard from Placer County that there will be a substantial carryover balance from last fiscal year. He shared some insight on how the budget process works and reported Placer County had a record breaking Transient Occupancy Tax (TOT) collection this quarter. Sandy went through the "old formula" with the committee and shared of the 60% the organization gets back from the TOT collections, 42% would be allocated to Marketing, 11% to Transportation and 47% to Infrastructure. Within each of these categories there were county services the organization had to pay for. Placer County now wants the NLT Chamber/CVB/Resort Assoc. to do a priority based budget and not adhere to any formulas and they also take out all county services from the top. This new budget process really made a negative impact on Marketing and looking forward it will be important that we build a strong case for what we believe in. Andy shared the Executive Committee members would like the Marketing Committee members to weigh in on the carryover balance proposed by the NLTRA for the items listed under Marketing.

Placer County proposed \$235,000 to be allocated to Marketing. Andy reviewed the following items under Marketing and some are new items:

- Destination Visitor Marketing Plan (So Cal, San Diego)
- Winter Photo Library
- Website Redesign
- Special Event Position (assist TCDA, WSA and NTBA)
- Intercept and HPSI Research

Andy shared the new proposed Marketing budget would be at a total cost of \$430,000. He stated Website Redesign is really needed. A committee member shared his thoughts of increasing the amount for "Winter Photo Library" and to change the wording to include a video strategy as well. It was also commented that the Winter Redesign amount may be a little low.

Andy stated the Special Event Position is a little different from what the county is proposing. TCDA had requested \$35,000 from the county for this position. Andy shared the organization had looked at hiring a similar position but due to a reduction of costs this position was cut. He stated we would now look to hire someone to work at NLT Chamber/CVB/Resort Assoc. and allocate out to the different business associations as a shared resource. There was some concern from committee members in how this is organized and it was agreed this position will need to be reviewed in term of how it will interface with TCDA, WSA and NTBA.

- 5.2 M/S/C (Eric/ Becky) (7/0) to approve the staff recommended use for fund balance carry over with a change of wording on "Winter Photo Library" to "Media/Visual Assets Library" and for the Special Event Position to be reviewed in terms of how it will be interface with TCDA, WSA and NTBA.**

5.0 PRESENTATION ON 2013 AUTUMN FOOD AND WINE PROGRAM – JUDY LAVERTY

- 5.1 Judy shared they have expanded the Autumn Food & Wine Festival to one week this year. There are events going on in Homewood, Squaw, Truckee, Northstar, Tahoe City and Kings Beach with the core events still taking place at Northstar. Judy reviewed some of the events:

- Farm to Peak Mountaintop Dinner at Homewood
- Foam Fest at Squaw
- Tahoe City 150th Birthday Celebration Dinner
- Alpen Wine Fest
- Tahoe City Grape Stomp
- Bike to the Beach Bash & BBQ
- Pedal & Pinots
- Charbay Annual Whiskey Release Party & Joe Craven Concert

Andy stated that the organization has a 5 year license agreement with Northstar to take over this event as directed by our Board and it's been a 2 year process to get it to where we are at today. Judy hopes that everyone will come out and enjoy some of these new fun events.

6.0 OVERVIEW OF SUMMER PUBLIC REALTIONS AND SOCIAL EFFORTS – ABBI AGENCY, AMANDA HORN

- 6.1 Andy introduced Amanda Horn with the Abbi Agency to the committee members. She reported an aggressive summer outreach campaign that included: July 4 activities, summer road trip infographic pitching, and a myriad of July events including various Tahoe High Notes concerts, Wanderlust and more. Amanda also hosted an August Media FAM, corresponding with Ta-Hoe Nalu, Brews, Jazz and Funk Fest and the Concours d'Elegance. In addition the Abbi Agency (TAA) seeded multiple opportunities for Autumn Food & Wine Events as well as Ironman Lake Tahoe. She has also begun preparing for winter adventure pitching as well as researching fall "shoulder" season media opportunities. She shared she had 40 organic placements and Sunset did a huge spread on Lake Tahoe.

Some committee members shared that December's Christmas/New Year's bookings are already selling out and it's important to pitch that message too.

The Abbi Agency took over the social media on August 1, 2013 from RKPR. She shared she is excited to be working with the multiple stakeholders including North Lake Tahoe businesses, marketing partners and more.

Action to staff: share the Abbi Agency link for ad replacement with committee members. Also make sure our committee members are signed up to receive the Abbi Agency Newsletter.

7.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN

7.1 Andy gave an update on traffic impact for Ironman Lake Tahoe. He shared there will be over 2,500 athletes racing throughout our community as they complete the 2.4 mile swim, 112 mile bike and 26.2 mile run in succession. He shared it's important that we are prepared for this event and that residents understand the traffic impact on race day. Andy also shared a traffic impact plan will be mailed to every resident and he shared there will be a lot of outreach to local businesses prior to the event to make them aware of closures and impact areas.

Some important road closures:

- **Highway 89 North** (Fairway Dr), Tahoe City to Squaw Valley Rd. will be closed from 7 am until 5:30 pm.
- **Highway 267 Southbound**, (Northstar Blvd) to Kingswood/Commonwealth Dr will be closed from 7:30 am to 4 pm.
- **Highway 28 East & West Bound**, from Fox Street to Hwy 267 from 6:30 am to 9:30 am.
- **Hwy 89/I-80 Eastbound Off-Ramp** and **Westbound On-Ramp** will be closed from 6:30 am to 3:30 pm.

Andy also shared the Spectator Guide is coming out soon and it will include race day information. This will also be distributed to all lodging properties. There will also be Ironman Lake Tahoe welcome banners in Squaw, Tahoe City, Northstar and Kings Beach.

8.0 DEPARTMENTAL REPORTS

8.1 **Advertising** – This report is located in the departmental section of the Marketing packet. School of Thought will attend next month's meeting.

8.2 **Conference Sales** – Jason is doing site visits this week. His report is located in the departmental section of the Marketing packet.

8.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.

8.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.

8.5 **Web** – Shelley is gone this week. Her report is located in the departmental section of the Marketing packet.

8.6 **Social** – Amanda shared her report located in the departmental section of the Marketing packet.

9.0 COMMITTEE MEMBER COMMENTS

9.1 Brett questioned if there is any news as far as new flight service to Reno. Andy shared that the LaGuardia – Reno flight with Jet Blue is still "on the table."

Andy shared September MTRiP numbers with the committee members.

A committee member asked for TOT breakdown of funds. He questioned if it's higher visitation or are there more TOT certificates? He expressed an interest in seeing a year-over-year comparison. Sandy shared we should be able to get this breakdown from the county.

Action to staff: Get breakdown from Placer County for year-over-year comparison on TOT. Is it an increase in visitation versus increase in the amount of TOT certificates?

10.0 STANDING REPORTS

10.1 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**

11.0 ADJOURNMENT

11.1 The Marketing Committee meeting adjourned at 4:00 pm.

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