



# 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 23, 2014 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:

Brendan Madigan,  
Primary  
Valli Murmane Alt.

#### Committee

##### Members:

John Monson(Chair)  
Larry Colton  
Becky Moore  
Paul Raymore  
Neil Sogard  
Marguerite Sprague  
Cara Whitley  
Brett Williams

#### 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 – July 29<sup>th</sup> 2014 (3 min)
- E. Introduction of New Committee Members – Andy Chapman (3 min)
- F. Review of Summer Media Results – School of Thought (30 min)
- G. Discussion on Winter Consumer Media Plan – School of Thought (30 min)
- H. Presentation on HPSI PR/Social Effort – The Abbi Agency (20 min)
- I. Discussion on 2014 North Lake Tahoe Master Plan Process – Sandy Evans Hall (20 min)
- J. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects

- Website Content
- Social Marketing

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- August MTRiP Report
- August Web/GeoTracking Report
- August Lodging Referral Report
- July Reno Tahoe International Airport Report
- August Conference Sales Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, July 29, 2014 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Becky Moore, Marguerite Sprague, Cara Whitley, Brendan Madigan, John Monson, Brett Williams (called-in)

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty, Jeremy Jacobson, Greg Howey, Anna Atwood, Sandy Evans Hall

**OTHERS IN ATTENDANCE:** Beverly Lewis, Kyla Anderson, Paul Raymore, Larry Colton

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:03 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy reported that item I. will be a short update and will be tabled until the August Marketing Committee meeting.

3.2 **M/S/C (Madigan/Monson) (6/0) to approve the agenda with above amendments.**

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 27, 2014

4.1 **M/S/C (Williams/Madigan) (6/0) to approve the Marketing Committee minutes from May 27, 2014.**

##### 5.0 RESIGNATION OF HEATHER ALLISON FROM COMMITTEE – ANDY CHAPMAN

5.1 Andy shared that Heather Allison has resigned from the Committee as she has accepted another job offer in Southern California.

##### 6.0 APPOINTMENT OF NEW MARKETING COMMITTEE CHAIR – ANDY CHAPMAN

6.1 Due to Heather Allison leaving the committee now has a vacant committee chair position. Brendan nominated John to be chair for the remaining of 2014. Andy did question if any other committee members had any interest beside John which no one expressed any interest.

6.2 **M/S/C (Madigan/Moore) (6/0) to elect John Monson as chair for the remainder of 2014.**

## **7.0 PRESENTATION ON PLACER LAKE TAHOE FILM OFFICE EFFORTS – BEVERLY LEWIS**

- 7.1 Andy reported the NLT Chamber/CVB/Resort Association do help fund the Placer Lake Tahoe Film Office out of the marketing budget and this helps Beverly put together some great programs. Beverly shared her office will provide scouting and permit assistance, lodging, crew and support services, local contacts to expedite any filming needs. They welcome all media production companies. If the individual properties receive phone calls from production companies she recommended that they refer to Placer Lake Tahoe Film Office as they have a lot of knowledge about the permit process and assistance in general. For lodging assistance Beverly shared she refers to Jason Neary in the Conference Sales department.

Beverly gave a hand out of Production Companies that filmed here in 2013-14. She shared the economic impact was just shy of \$900,000. Beverly also shared there is pending legislation that is working on trying to attract back independent films and major productions to California. She stated TV shows and most big budget films do not film in California anymore due to better incentives in other states. John asked Beverly if she compiles some of the video segments into an end of year report. Beverly shared it's very difficult to find the right person in the production companies but they do link on their website thru You Tube. Some productions also take a long time to come out.

Beverly shared there is a big rally regarding the new pending legislation on Aug 20<sup>th</sup> in Sacramento. She encouraged Andy and Sandy to forward the invitation to everyone on the committee.

## **8.0 PRESENTATION ON SUMMER CREATIVE – BAY AREA AND SOUTHERN CALIFORNIA – ANDY CHAPMAN**

- 8.1 Andy went through some of the creative that is out in the marketplace and also reminded the committee members of some of the other media efforts. From a destination standpoint we went into San Diego with radio and TV. The campaign component was really centered around a heartfelt message. Andy shared the TV spots that ran in San Diego and some of the bill boards in the Bay Area.

Marquerite made a comment that for the TV ads it would be great to have some more ethnic diversity.

A committee member did question Andy if there any disruption with the Media Director leaving. Andy shared with the committee members that Nick Wootten has left School of Thought and he is looking forward to be working with Stacia Hanley the new Media Director. Andy reported that School of Thought will be in Tahoe for the August or September meeting for a full summer recap.

## **9.0 UPDATE ON 2014 MASTER PLAN REVISION PROJECT – SANDY EVANS HALL**

- 9.1 This was tabled until the August Marketing Committee meeting but Sandy did a quick review with the committee members.

Along with staff, members of our Board of Directors and Fresh Tracks Communications we are looking at a review and update to our master plan. The first master plan was done in 1995 with a consultant firm that was brought in from out of town. That was when the merger of the Chamber and the Tahoe North Visitors & Convention Bureau happened. That plan lived until 2004. In 2004 a large group formed and a plan was developed and this was called "The Tourism Development and Community Investment Master Plan".

Sandy shared the current Board of Directors about 3 years ago wanted to go back to the original scope of work which was Tourism Development. Sandy shared it's time to do a review of the two plans and come back with an updated plan for 2014. This document will have a 10 year timeline and she also touched on the 5 different focus areas being: 1) Marketing & Sales 2) Visitors Services/Information 3) Transportation 4) Visitors facilities 5) Capacity

Sandy shared this will go out to all the committees for review and input as well as public outreach and workshops.



## 10.0 UPDATE ON 2014/15 NORDIC PROMOTIONAL EFFORT – JEREMY JACOBSEN

10.1 Jeremy shared the organization has been very proactive on the Nordic front the last couple of years. This year we are also improving the website and some of the marketing that goes in our collateral for social and our messaging. He shared the first Nordic Summit was held in April with representatives from the cross country ski areas, Far West, retail industry, lodging properties and industry reps and the second meeting was just a couple of weeks ago. This effort goes together with the boards focus on human powered sports initiative, increasing destination visitation and hitting strike zones. Jeremy shared some of the areas that Nordic Committee will focus efforts on:

- Nordic week Series – 3 weeks were identified as Nordic weeks: 1/10/15 – 1/18/15, 2/23 – 3/1/15 and 3/8/15 – 3/14/15. (dates are still to be clarified). Jeremy shared that he hopes to have a festival type atmosphere and with our social/pr efforts we can really help push this message out.
- Ticket programs – Interchangeable ticket (advanced purchase) for out of market and a “10-pack”/booklet valid at the different resorts can be purchased in-market.
- Consumer shows – focus on Marathon expos and be present at Ironman expo.
- Cross Country map – the map needs improvement and should include all cross country ski areas. Looking at a possible annual release and also include a Nordic calendar of events. This may be subsidized by ad sales for reprint cost.

Jeremy also reported that Ron Treabess also attended the last meeting and talked about Back-country, Nordic and bicycle signage. This is one of the biggest opportunities for this area to be competitive with other areas like Moab and Sun Valley.

Some of the comments from the committee members: 1) Tahoe Beach app is great – maybe something similar could be used for Nordic. 2) Donate a small percentage of Interchangeable tickets back to a great cause like Truckee Donner Land Trust.

## 11.0 APPROVAL OF 2014/15 NLT MARKETING COOPERATIVE BUDGET – ANDY CHAPMAN

11.1 Andy shared the Marketing Coop budget with the committee and went through NLTRA contributions along with what Incline Village Crystal Bay Visitors Bureau (IVCBVB) contributes. The NLT Marketing Coop budget includes Public Relations/Social Media, Leisure Sales, Conference Sales Media/Travel and Website Content Manager. This year NLTRA has budgeted \$880,000 to the Marketing Coop budget and IVCBVB \$472,000 and they also received a grant from NCOT for \$10,000. Andy reported that he did not separate out the Media which is still to be determined. He reported of some of the line items that went up from last year and what stayed flat.

11.2 **M/S/C (Madigan/Sprague) (5/0) to approve the draft 2014/15 NLT Marketing Cooperative budget.**

## 12.0 DEPARTMENTAL REPORTS

12.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

12.2 **Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.

**Action to staff (Jason): Bring Conference media plan to share at next Marketing Committee meeting.**

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

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

12.5 **Web** – This report is located in the departmental section of the Marketing packet.

12.6 **Social** – This report is located in the departmental section of the Marketing packet.

### 13.0 COMMITTEE MEMBER COMMENTS

- 13.1 Marguerite touched on the DeTours Kings Beach which is an outdoor public art exhibit in August. She encouraged everyone to attend.

### 14.0 STANDING REPORTS

14.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

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

### 15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 3.30 pm.

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