



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tuesday, September 29, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Cadence Matijevich, John Monson, Paul Raymore, Gregg Gibboney, John Monson, Giles Priestland

RESORT ASSOCIATION STAFF: JT Thompson, Anna Atwood, Jason Neary, Sandy Evans Hall, Sarah Winters, Judy Laverty, Greg Howey

OTHERS IN ATTENDANCE: Connie Anderson, Ryan Gelow, Tom Geary, Chaco Mohler, Judith Kline, Stephanie Hoffman, Shelley Fallon, Alex Mourelatos, Eric Brandt, Andy Chapman, Martha Bryan, Todd Jackson, Ryan Fitzhenry,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:10 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Matijevich/Williams) (7/0) to approve the agenda with two amendments; motion to approve July 28, 2015 Marketing meeting minutes and move item G. Strategic Goals Review before F. 2015-16 Work Plan Review.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JULY 28, 2015 AND AUGUST 25, 2015

4.1 **M/S/C (Priestland/Gibboney) (7/0) to approve the meeting minutes from July 28, 2015 and August 25, 2015.**

5.0 DEPARTMENTAL REPORTS

5.1 **Conference Sales** – Jason reported on the following: 1) Spartan Race World Championship is coming to Squaw Valley this weekend. Close to 10,000 people for the event including athletes and spectators. 2) Jason just had a conference call with Tahoe Lacrosse Summit. They are looking to add more teams and have a temporary agreement at North Tahoe High School to add 6 more fields. This event happens second week in June.

5.2 **Leisure Sales** – Sarah & JT reported on the following: 1) Brazilian FAM, 140 Travel Agents and Tour Operators are here at the moment from all over Brazil 2) Working on a Japanese FAM that will be arriving in November 3) Biggest Little City Golf Tournament in Reno this weekend 4) Finished putting together the North Lake Tahoe Discount Card. This card will be used by 200 of the International Spartan athletes. We hope to expand on this program.

5.3 **Special Projects** – Judy reported on the following: 1) Ironman Dine-Around Program was very successful this year. 2) Regional Special Events Coordination Workshop just had their first meeting

with all the different permit agencies involved. 3) Autumn Food & Wine (AFW) had a very strong program this year. There were some comments from the committee members to maybe look at expanding the event to the week after. Another couple of opportunities that was brought up for AFW was the Tennis Tournament that happens in Northstar and possibly Homeowners meetings. 4) Judy shared the Final ROI report for USA Cycling. Judy shared we didn't get nearly the room nights that were expected for this event and traffic control expense were higher than projected but we got great reviews from the attendees of the event.

5.4 Web – Shelley reported that the new website is looking great. She recommended that event producers get their events on the calendar.

5.5 PR/Social – Connie shared the Ale Trail launched and it has received great media and social response. She also reported on the Instagram take-over that gained a lot of followers. More information on the PR/Social is located in the departmental section of the marketing packet.

5.6 Advertising – Ryan shared they started media buys on Sept 14, so it's been running in the Southern California market for about 2 weeks. What is currently present in Southern California include: display, mobile, video, picture and search. More information on Advertising is located in the Departmental section of the marketing packet.

6.0 2015 – 2016 STRATEGIC GOALS REVIEW AND MOTION TO APPROVE – JT THOMPSON

6.1 JT reviewed the Marketing Strategic Goals with the committee members. He touched on the following goals:

1. By 2020, we will have Increased Destination Visitors year round to North Lake Tahoe by 10% Summer and Winter over summer and winter of 2014/15. 10% increase in summer = 29% arrive by air; 10% increase in winter = 40% arrive by air.
2. By 2020, we will have Increased Visitors Information Distribution via collateral and technology to a Broader Audience by 20%. Reach 111,000 people through new audiences.
3. By 2020, we will have developed and implemented a 3-year Marketing Strategies to adapt to short and long term market dynamics. (ie: events, climate, change, demographics)

Comments from the committee members:

- We need to be tactful on how we marketing our destination. We cannot fulfill more heads in beds for part of July/August.

Public comments:

- A critical element of the Integrated Work Plan and its action plan is the strike zone. This committee should be more focused on the strike zone. On the lake or in the mountain resorts, the need of every season is different. With the loss of some of the big events like Ironman we need to raise the question; how do we continue to attract? We need to build up the shoulder season.
- The First ever Lake Tahoe Summit was held in 1997 with Bill Clinton and Al Gore here to help protect the lake's clarity that was suffering. With funding brought forward from federal agencies we started ending the decrease in the lake's clarity by 2001. This is a success story! We have one of the world's natural wonder and we saved the clarity of Lake Tahoe. We need to start market this as one of the World's natural wonder and build on this environmental success story.

6.2 M/S/C (Willams/Priestland) (7/0) to approve the 2015 – 2016 Strategic Goals.

7.0 2015 – 2016 WORK PLAN REVIEW AND MOTION TO APPROVE – SANDY EVANS HALL/JT

7.1 JT reviewed the Marketing Work Plan with the committee members. He shared the following objectives with the committee members:

- Increase destination visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.
- Increase the number of conference leads and bookings into North Lake Tahoe.
- Increase our presence within the travel industry to increase mid-week and total night stays.

JT shared some of the strategies and tactics that are on the action plan. He welcomed feedback from the lodging properties. Some of the comments from the public include:

- More international awareness of Lake Tahoe
- Bicycle events – encourage the investment of Wayfinding signage such as providing digital display at bus-stop for our in-market consumer
- UC Davis is looking to build a lakefront property to build a science center. This should be on the list of long term goals for cultural tourism.

7.2 M/S/C (Williams/Gibboney) (7/0) motion to approve the 2015 – 2016 Work Plan.

8.0 2014 – 2015 FUND BALANCE AND MARKETING SCOPE OF WORK REVIEW – JT THOMPSON

8.1 Cadence reported that Placer County and the NLTRA have a process and at the end of each Fiscal Year there may be excess funds left over of what was originally projected and budgeted for. Placer County then gives that back to NLTRA to decide on what the money should be spent on. JT shared his wish list with the committee members. Cadence recommended that the committee members make recommendations for how they would like to see it prioritized. JT's recommendations for the FY 14-15 Fund Balance include:

- Mexico Marketing \$35,000
- China Marketing \$10,000
- Bike Tahoe \$4000
- CRM Upgrade \$10,000
- Computer Hardware Equipment \$2000
- Domestic FAM's \$2500
- International FAM's \$5000
- Email Marketing Initiative \$10,000
- Add on to Destination Video \$15,000
- Conference Sales Calls \$20,000
- Leisure Sales Coop with VCA and NCOT \$20,000

Committee member comments:

- There were some discussion on the Travel & Media Event in Mexico and if that was best use of resources.
- Is \$10,000 enough to move the needle in China?
- Cadence explained there are some flexibility moving some funds around.
- Have the computer and the CRM on the top of the list.

Action to JT: Add USA Cycling \$85,000 allocated to this year's budget to next month's agenda for discussion.

Action to JT: Follow up with the committee members for their recommendations for Fund Balance priorities.

9.0 2015 – 2016 MARKETING AND PR STRATEGY PRESENTATIONS – RYAN GELOW (SCHOOL OF THOUGHT) AND CONNIE ANDERSON (THE ABBI AGENCY)

9.1 Connie and Ryan shared the 2015-16 Marketing and PR strategy for the committee members. Business objectives and goals: 1) Increasing traffic to GoTahoeNorth.com 2) Increase mid-week heads-in-beds 3) Maintain the NLT Brand esthetic. The different role of each agency include:

- School of Thought: Cultivate brand awareness with media presence, Grow NLT preference and consideration with creative message, Guide engaged target audiences to GTN.com with advertising and SEM.
- The Abbi Agency: Public Relations: create and maintain content, media relationships, crisis communications, Social Media: grow social media presence, Content: press releases, media kits, newsletter, blog

The Target Geographies:

Southern California (growth market):

- Media Focus: Reaching long-term vacation planners
- PR Focus: Family destination getaways, both on/off mountain

Northern California:

- PR Focus: Maintain presence through consistent flow of information

All of California:

- SEM activated to reach all California hand-raisers

National: PR Focus: Destination getaway (especially focused on direct flight markets)

Ryan reviewed the different creative digital in-picture banners and video and their media plan timeline. Fall & Spring advertising in Southern California directed at long-tail vacation planners in consideration of Winter & Summer bookings, respectively. Partners include: TripAdvisor, DataXu, GumGum and Hulu. Search campaign, via Google, running across the entire year, across all of California and Reno, directing all hand-raisers to North Lake Tahoe. School of Thought also have a reserve budget to be used in response of any urgent needs such as weather updates or local efforts. Connie shared the Public Relations, Social Media and Campaigns for the upcoming 6 months. Tom with School of Thought reviewed the new creative videos with the committee members. He recommended that we look to make the videos about a year out.

10.0 UPDATE ON CROSS COUNTRY (XC/NORDIC) SKIING PROGRAM FOR '15-'16 SEASON – SARAH WINTERS

- 10.1 Sarah reported that the Nordic Committee met on September 15th and they are finalizing the Coop media buy-in and should have graphics wrapped up fairly soon. The Nordic 12 pack is going forward but Sarah shared they are still waiting for one partner commitment. The next Nordic meeting will be held in October and there will be discussion on how to market and sell the Nordic 12 pack. John Monson shared there will be good presence from North Lake Tahoe in four Nordic publications.

11.0 WINTERWONDERGRASS TAHOE SPONSORSHIP AGREEMENT – JUDY LAVERTY

- 11.1 Judy shared this is the second year of WinterWondergrass Tahoe. This year's agreement is pretty much identical to last year's agreement. Last year Squaw was sold out and the event sold out on Saturday night. Judy shared they have moved the event to April 1 – 3, 201 to better fit in with our strike zone.

12.0 DIRECTORS COMMENTS AND FOLLOW UP – JT THOMPSON

- 12.1 None.

13.0 COMMITTEE MEMBER COMMENTS

- 13.1 Placer County Board of Supervisors will be in Tahoe on Oct 20th. The Tourism Master Plan will be on the agenda. Meetings location is TBD and will be posted on their website.

14.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- **AUGUST DESTIMETRICS REPORT**
- **CONFERENCE ACTIVITY REPORT**
- **GOGGLE ANALYTICS REPORTING**

15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 5.20 pm.

Submitted By:

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

