



# Lodging Committee Agenda and Meeting Notice

**Wednesday, Sept 28, 2016 from 3-4:30 pm**  
**North Tahoe Visitor Center – Tahoe City**

## **NLTRA Mission**

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## **Lodging Committee Purpose**

To ensure Lodging priorities are reflected in the NLTRA's Marketing, Infrastructure and Transportation plans resulting in the generation of overnight stays, Transient Occupancy Tax and additional economic benefit in NLT. The Lodging Committee will ensure the NLT Lodging properties are aware of and utilize NLTRA's marketing activities and events.

## **Lodging Committee**

### **NLTRA Board**

**Christy Beck, Prim**  
The Village At Squaw Valley  
**Sue Busby, Alt.**  
Castle Peak Property  
Management

### **Committee Members**

**Cynthia Braga, Chair**  
Tahoe Getaways

**Christy Beck**  
The Village At Squaw Valley

**Alex Mourelatos**  
Mourelatos Lakeshore Resort

**Amy Decko**  
Plumpjack Squaw Valley

**Debbie Milani**  
Stayinlaketahoe.com

**Jill Schott**  
Tahoe Moon Properties

**Suzie Dundas**  
Hyatt Regency Lake Tahoe

**Ron Parson**  
Granlibakken Resort Tahoe

**Placer County Rep**  
**Erin Casey**  
CEO Office-Placer County

**NLTRA Staff**  
**Emily Detwiler**  
Director of Visitor Services

**Quorum**  
**4 Members with 1 Board  
Member**

Items May Not Be Heard In the Order They Are Listed

## **Lodging Committee Planning Meeting-VIC Conference Room**

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Lodging 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. (2 min)
- C. Introduction of Committee Members (2 Minutes)
- D. Agenda Amendments and Approval (3 minutes)
- E. Approval of Meeting Minutes from March 1, 2016 (3 minutes)
- F. Marketing - JT Thompson (20 minutes)
  - Marketing Winter Discussion
  - Marketing Summer Recap
- G. Destimetrics Participation Discussion- JT Thompson (20 minutes)
- H. GTN.com Lodging Clickthrough Report for August - JT Thompson (5 minutes)
- I. TBID Process Update – Sandy Evans-Hall (15 minutes)
- J. Other Business: Topics for Next Meeting, Change of Committee Format, Addition of Educational Topics.
- K. Adjourn Lodging Committee Meeting

This meeting is wheelchair accessible

Posted and Emailed (9/20/2016)



# north lake tahoe

Chamber | CVB | Resort Association

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## **LODGING COMMITTEE MEETING MINUTES**

**Tuesday, March 1, 2016 – 3 pm**

### **Tahoe City Visitors Center**

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Stephanie Hoffman, Amy Decko, Brett Williams, Cynthia Braga, Sue Busby, Alex Mourelatos

**RESORT ASSOCIATION STAFF:** Emily Detwiler, JT Thompson, Sandy Evans Hall, Anna Atwood

**OTHERS IN ATTENDANCE:** Dana Lipsky (Hauserman), Judith Kline (Tahoe Luxury Property), Martha Bryan (Cedar Glen Lodge)

#### **I. MEETING OF THE LODGING COMMITTEE**

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

1.1 The Lodging Committee meeting was called to order at 3:02 pm

##### **2.0 PUBLIC FORUM**

2.1 No public forum.

##### **3.0 INTRODUCTION OF COMMITTEE MEMBERS**

3.1 A quick introduction was made of the committee members and other lodging supplier in attendance.

##### **4.0 AGENDA AMENDMENTS AND APPROVAL**

4.1 M/S/C (Busby/Braga) (5/0) to approve the agenda as presented.

##### **5.0 APPROVAL OF LODGING MEETING MINUTES FROM THE MEETING ON JUNE 25, 2015, MAY 29, 2014 & APRIL 17, 2014.**

5.1 M/S/C (Braga/Busby) (4/0/1 – Williams abstained) to approve the meeting minutes from June 25, 2015, May 29, 2014 and April 17, 2014.

##### **6.0 COMMITTEE CHAIR**

6.1 Emily shared that Christy Beck has been the chair of this committee for several years but was unable to attend today. Cynthia Braga volunteered to be chair for the lodging committee for 2016. Emily suggested that this be tabled until the next meeting since Christy Beck is not present today.

##### **7.0 PLACER COUNTY TOT POLICY CHANGE ENDORSEMENT – BRETT WILLIAMS**

7.1 Brett Williams stated he would like to request the lodging committee to evaluate and potentially endorse a TOT policy in Placer County. Brett along with many other professional vacation rental managers believe there are numerous individual vacation rental owners that are currently not paying TOT tax on their rents

Comments/Feedback:

There were some comments on google ad words, as several lodging providers are buying the same ad words as School of Thought and therefore competing with us. JT shared he will be happy to share the list of words with the lodging providers. Brett also questioned the role of NLTRA in marketing. Should this organization penetrate what the individual constituents can't penetrate on their own? NLTRA should be penetrating destination markets. Brett also stated that our destination can't survive on our winter market from the Bay Area. Mother Nature has shown that even during big winters, occupancy can be down because people can't get here.

Sandy shared her thoughts of what role NLTRA plays, and that it is different than individual properties. After the recession in 2008 we really counted on the short distance traveler from the Bay Area to come and it worked. North Lake Tahoe did not see a big drop in numbers as other destination markets did and we are now trying to branch out to other destination markets, like Southern California. Sandy shared that it's still important to reinforce a brand message in the Bay Area. JT stated the only thing that hits the Bay Area in advertising is the google ad words. There is a lot of other marketing the organization does through PR, Conference Sales, Tourism Sales, OTA's, VRBO and etc. He mentioned the opportunity of doing coop advertising. JT also recommended a monthly/bimonthly networking event that could include an educational session for lodging partners, conference sales, employees.

**Action to JT/Marketing Committee/School of Thought: NLTRA's Google ad words should not be overlapping with our lodging members.**

**Action to JT/Emily: Explore the opportunity of bringing Lodging providers, Conference partners, Employee together for a networking/educational event.**

JT brought up the conversation he has had with Airbnb about tracking room nights and economic impact on special events. Airbnb would create a landing page for the special events that we can use. The committee members were opposed to it as they are not collecting Transient Occupancy Tax on their units.

## **9.0 TBID PROCESS – SANDY EVANS HALL**

9.1 Sandy shared information on what a TBID is with the committee members. A TBID (tourism business improvement district) is a stable source of funding used for marketing efforts. It could be done through an assessment to guest or lodging properties. She shared this is a much longer conversation that that time allows today but asked if any committee members be interested in serving on the Destination Task Force Committee. Brett recommended that this be part of the Lodging Committee meeting.

**Action to Sandy: Schedule a meeting next month.**

## **11.0 ADJOURNMENT**

11.1 The meeting adjourned at 4.57 pm.

Submitted By:

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