



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday May 28, 2019

The In-Market Tourism Development Meeting was held at Tahoe City PUD board room, 221 Fairway Dr., Tahoe City, CA 96145.

Committee member in attendance: TCDA: Kylee Bigelow, NTBA: Jody Poe, Incline Village Community Business Assoc.: Greg Long, West Shore Association: Travis Mraz, Squaw Valley Business Association: Caroline Ross, Stephen Lamb, Judith Kline, Nicole Reitter, Amber Kennedy, Tyler Gaffaney, Wendy Hummer, Christine Horvath, Kim Kilburn, Becky Moore, Brett Williams (1.50pm)

Staff in attendance: Sarah Winters, Amber Burke, Anna Atwood

Others in attendance: Shelley Fallon

Summary

Public Comment: none

Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented M/S/C Moore/Williams (14-0-0)
- Item 4. MOTION to approve the meeting minutes from March 26, 2019 M/S/C Williams/Kennedy (14-0-0)
- Item 6.1 MOTION to recommend for Board approval the Marketing Grant request for Squaw Valley Business Association for \$10,000 for an updated map/guide M/S/C Williams/Kennedy (11-0-3 Moore, Horvath, Ross/Lamb abstained)
- Item 6.2 MOTION to recommend for Board approval the Marketing Grant request for Northstar for \$10,000 for a production of a video, in partnership with other entities to channel into different interest groups M/S/C Moore/Horvath (13-0-1 Kilburn abstained)
- Item 6.3 MOTION to recommend for Board approval the Marketing Grant request for West Shore Association for \$10,000 for Social Media, increase engagement, creating quarterly newsletter and support business partners M/S/C Kline/Moore (13-0-1 Mraz abstained)
- Item 6.4 MOTION to approve the Abbi Agency Scope of Work for up to \$4,000 for shopping video launch campaign M/S/C Ross/Kline (14-0-0)

Direction to staff:

- Follow up for Emily's contact information from Northstar and add her to distribution list for our next meeting.
- Amber/Anna: Share the shopping videos with the committee members.
- Amber/Brett: Follow up with Placer County regarding additional shopping funds to be used in out-of-market efforts, or additional ideas for these funds to be used in-market.
- Share a revised meeting schedule with the committee members.

Suggestions/Comments:

- Shopping videos: pull out the verbal "www" and put the text on the bottom as it looks too text heavy.
- It was recommended to utilize the remaining funds in the shopping budget by enhancing the media buy and possibly doing it in conjunction with the existing lodging buy. Run the shopping video and then have a lodging ad that compliments it. Amber shared these funds are for in-market and not out-of-market but Brett suggested there might be some leeway and maybe this warrants a discussion with Placer County.
- Partnership Funding – In-Kind Support: The committee members were in support and thought it would be more efficient to change the Partnership Funding recommendations. One member shared she would like to have a say

in which publications the money goes towards and one member recommended exploring a model where maybe you do \$25K on old model and \$25K on new model.