



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, October 9, 3 – 5pm

Call in information:

Call in number: 1-712-770-4010

Access code: 775665#

The August meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, October 9 at 3pm. The meeting will be held in the Tahoe City Visitors Center, located at 100Tahoe Blvd, Tahoe City.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

Estimated Time

3:00pm	A. Call to Order	Chair
3:05pm	B. Public Comment (Pursuant to NRS 241.020)	Chair
3:10pm	C. Roll Call	Chair
3:15pm	D. Motion: Approval of Agenda	Chair
3:17pm	E. Motion: Approval of July 10, 2019 Coop Meeting Minutes Page 1	Chair
3:20pm	F. 2019/20 Winter Media, Creative & PR Plan Review Page 3	Augustine/Abbi
4:00pm	G. Out of Bounds IMAX Film Sponsorship & Activation Update Page 27	Amber/Andy
4:20pm	H. Upcoming Agency RFP Process Update Page 28	Amber/Andy
4:30pm	I. Reschedule 2020 February NLTMC Meeting Dates	Amber
4:40pm	J. Financial Update	Amber
4:50pm	K. New Business	Chair
4:55pm	L. Old Business	Chair
5:00pm	M. Adjournment	Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Center

North Lake Tahoe Resort Association

IVGID

Incline Justice Court

Meeting Location



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An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday July 10, 2019

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at Tahoe City Visitors Information Center, located at 100 North Lake Blvd., Tahoe City.

Committee member in attendance: Christine Horvath, Brett Williams, Heather Bacon, Bill Wood, Bonnie Bavetta, Andy Chapman (called-in)

Committee member absent: Kelly Campbell

Other in attendance: Lindsay Moore, Cathy Nanadiego, Mandy Hwang, Greg Long, Bart Peterson, Amber Burke, Sarah Winters, Liz Bowling, Anna Atwood, Kayla Carr (called-in), Steve

Summary

Public Comment: none

Motions/Action Items:

- MOTION to approve the agenda as presented M/S/C Williams/Wood (6-0-0)
- MOTION to approve the meeting minutes from May 9, 2019 M/S/C Chapman/Williams (6-0-0) with the recommendations that the "direction to staff" items going forward be added to the agenda to the next meeting, or be followed up on, after the meeting.
- MOTION to approve the 2019/20 Budget M/S/C Wood/Bavetta (6-0-0)
- MOTION to approve the German contract M/S/C Williams/Horvath (6-0-0)
- MOTION to approve both 2019/20 Agency Scope of Work M/S/C Williams/Bavetta (6-0-0)
- MOTION to elect Bill Wood as Chair for 2019/20 term and Brett Williams as Vice Chair M/S/C Bavetta/Bacon (6-0-0)
- MOTION to approve May 2019 Financials M/S/C Chapman/Wood (6-0-0)

Direction to staff/agency:

- It was suggested to Lindsay with Augustine that they add back "Book Now" as a conversion metric.
- Amber: Take a closer look at February numbers from the Abbi Agency as the PR side had a stronger negative impact.
- Amber: Add Cool Deals Midweek Landing Page to your list of items to talk to Shelley Fallon about.
- Lindsay: look at why click thru rates were so much higher in the spring.
- Amber: create a spreadsheet with spend according to season for Abbi and Augustine Agency to share at next meeting.
- Sarah: Put together a spreadsheet for our international markets, including spend, ROI and increase in product inventory.
- Amber: Forward information from RASC Committee on the Houston flight to the committee members.

Suggestions/Comments:

- Bill Wood asked if there were learnings from the month of February with the heavy snowfall that we can garner from, going forward? He also shared some concerns with some meteorologist that over-reacts and put out messages such as "Stay off the road", "Don't Travel". Amber stated that crisis communication was discussed with our regional partners, and how to convey safety messages was one of the topics. Liz stated that one of the things we are looking to explore is a meteorologist FAM.

- It was suggested to possibly consider adding a Cool Deals Midweek landing page to our website.
- Brett suggested seeing spend being line up with the season for both Augustine and Abbi Agency and are the time and money matching the opportunities we are trying to fill.
- Christine suggested to Sarah putting together some highlights and dollars vested for all international markets we are in.

Submitted by Anna Atwood

FY 19/20 Winter Campaign: Marketing & Advertising



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Paid Media



Media Strategy

- Narrow the HHI for the older and younger audiences to better message these targets.
- Target the younger audiences through new social channels (Reddit) and target older, more affluent audiences through direct publications (Snow Magazine, etc.).
- Utilize video messaging that builds a story (sequential messaging to build frequency) and create excitement and interest in visiting North Lake Tahoe.
- Capture people who have visited competing destinations and targeting them to ensure NLT is top of mind for their next trip.



Media Markets



Los Angeles 40%



San Diego 30%

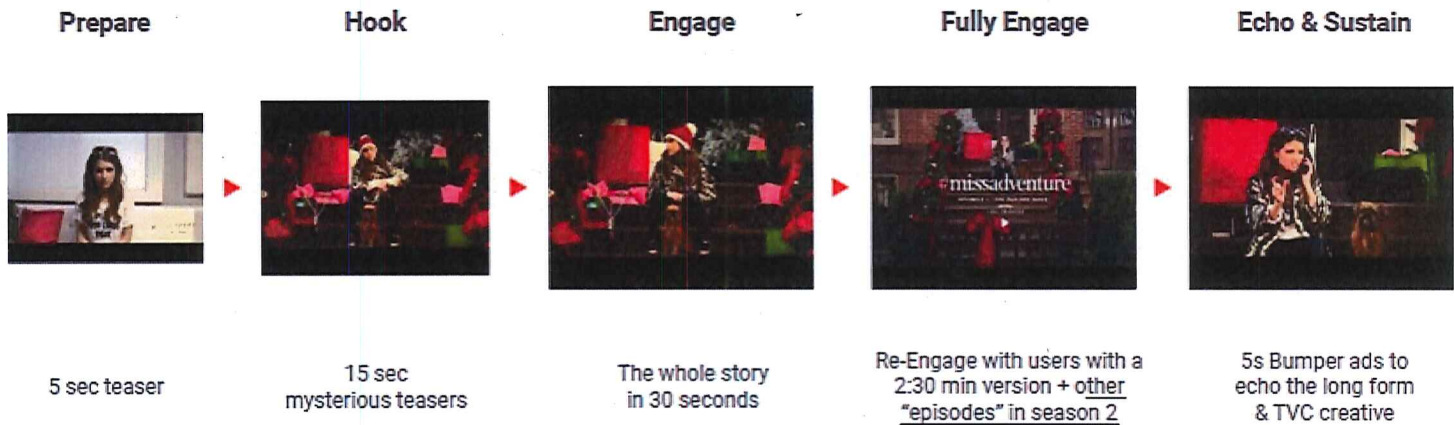


New York 30%



Budget will be optimized toward best performing persona to avoid splitting the budget extraneously within each market.

New Media for Winter 2019-20



Sequential video can engage our audience and highlight the story of North Lake Tahoe with different snippets, intriguing our audience to visit.

New Media for Winter 2019-20



Engage each persona through specific social channels and publications that cater to that specific audience. By aligning with existing communities and reputable publications we position North Lake Tahoe as a destination they will want to visit.

New Media for Winter 2019-20

Take advantage of visitors to North Lake Tahoe and competitor destinations to target and build a retargeting pool of people with an affinity to NLT's offering, encouraging them to return in off-peak seasons.



Media 2019-20

- *Geo-fence Retargeting*
- **Social Ads (Including Sequential Retargeting)**
- *Sequential YouTube/Video*
- **Direct Native and Sponsored Content**
 - *Targeted specifically to each persona*
- **Programmatic Native**

- **TripAdvisor**
- **Expedia/OTA**
- **Search Marketing**
- **Print/Magazines**
- **Outdoor Billboards**
 - **LA & San Diego**
- **Email**
 - **Leverage North Lake Tahoe emails lists to message off-peak visits**

*Difference from 2018-19 are depicted in purple



Creative Strategy



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Creative Strategy

- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as ideal location.
- Leverage travel trends and consumer journey insights.

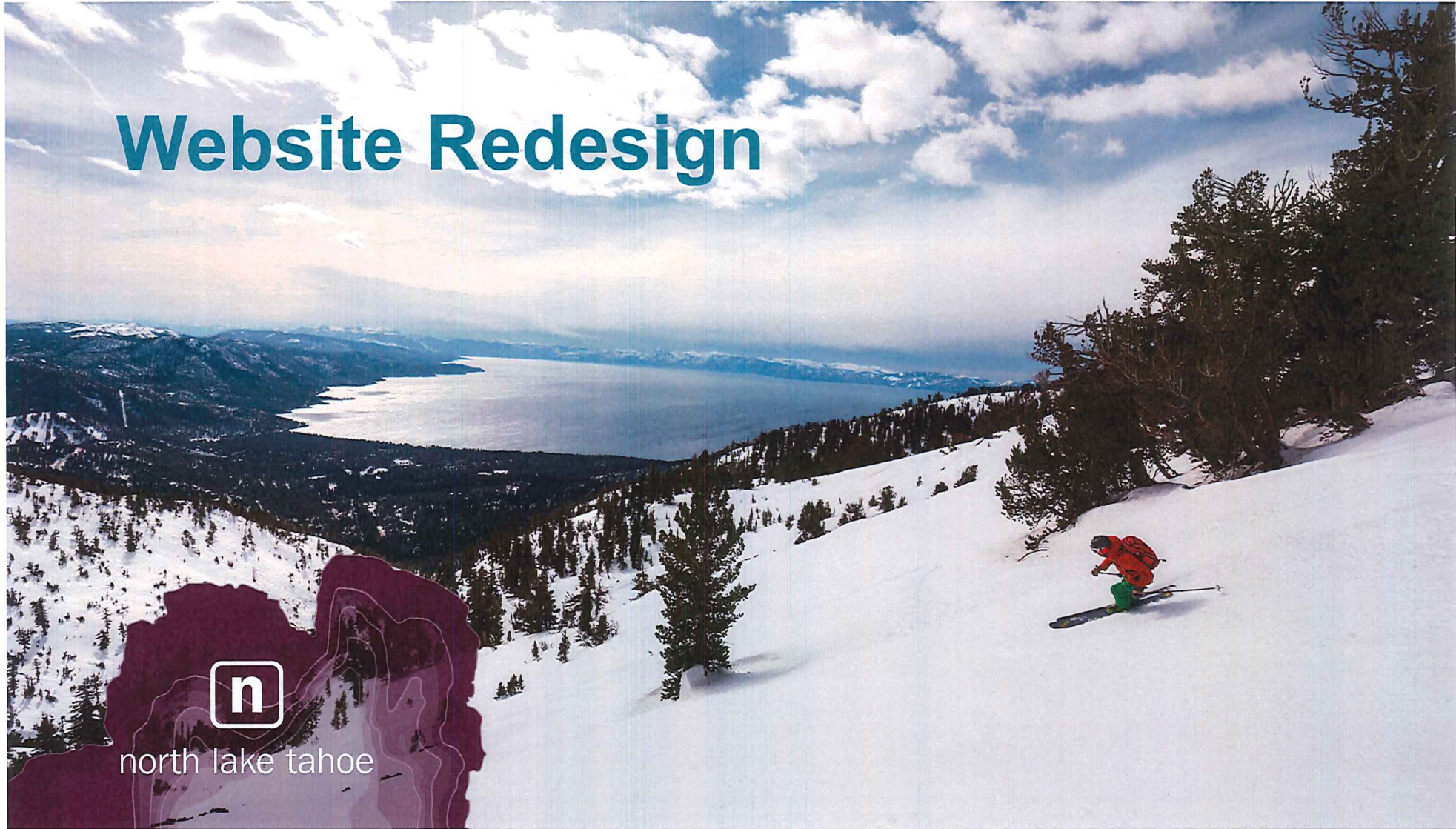
Seasonality Positioning: Winter Wow

Welcome to a one of kind, winter experience. Unified by 12 unique towns, the North Lake Tahoe adventurous spirit will open up your mind and awaken your winter soul. Home to North America's highest concentration of ski resorts, snow seekers will also discover budget friendly options for all skiers and riders. Heighten your senses and find your own comfort zone with local beer and cuisines crafted for comfort. The majestic lake view blanketed with pillows of snowflakes will create memories that last a lifetime. Discover a destination that's waist deep with winter wow.

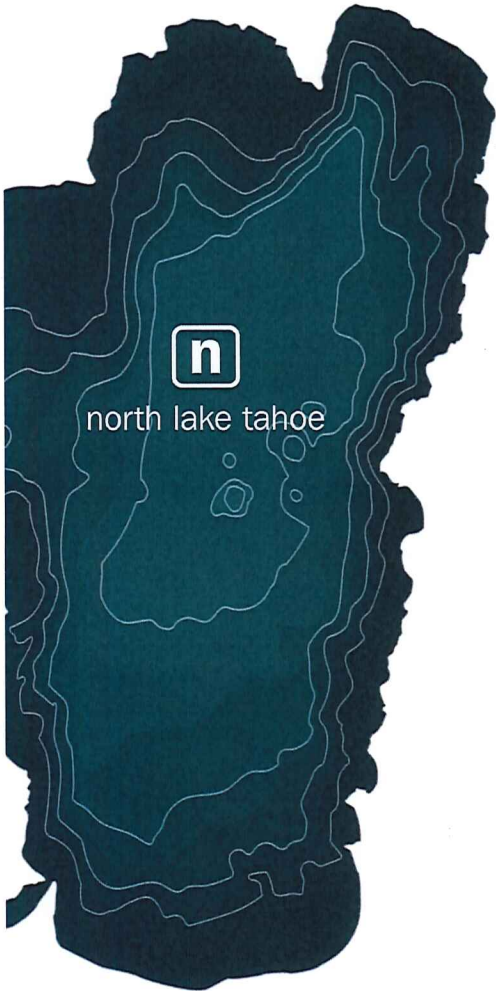
North Lake Tahoe, It's Human Nature.



Website Redesign

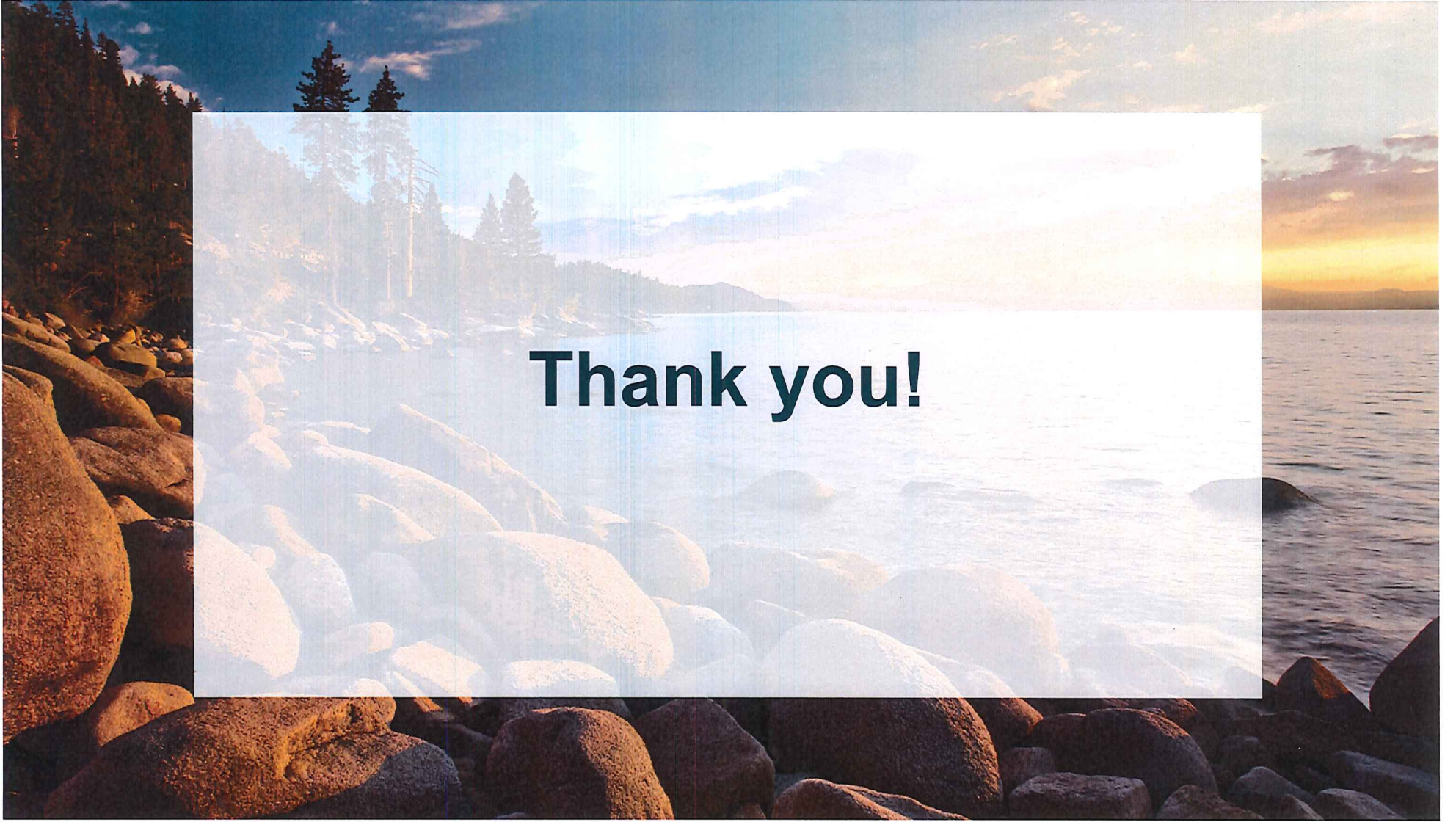


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Website Redesign

- Stronger tie into brand and creative look and feel to more effectively communicate messaging.
- Optimize content to streamline user experience – connect current landing pages.
- Reformat home page to house more rich content, including trip planning, inspiration and itinerary based information that ties back to refined audience segments.
- Bolster interior pages with more immersive content (video, blogs, itineraries) building upon the activity directories.



Thank you!

North Lake Tahoe Winter Preview 2019-2020



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Travel Trends & Winter Themes

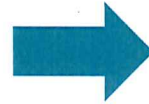


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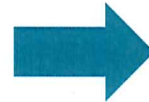
National Travel Trends

- Culinary Discovery
- Sustainable & purpose-driven travel
- Experiential travel
- Tech Burnout
- “Under tourism” is the new over tourism



SMARI Research

- Dining
- Natural Scenery / Sightseeing
- Accessibility
- Family programs
- Leisure activities



North Lake Tahoe Themes

& Key Messages

- **#WinterWOW:** exceptional, unique experiences & local secrets
- **Snow Messaging:** reporting snow levels after big storms & things to do in the region
- **Learn to Ski & Ride:** showcasing accessibility and approachability for all
- **Offbeat winter sports:** for multigenerational families
- **High Altitude Apres:** unique dining experiences, ski-in/out, etc.
- **Winter Romance:** Couple's Spa, Cozy Lodges, Stunning Selfie Spots, Lakeside Dining, Sleigh Ride
- **Event Roundups:** WinterWonderGrass, Tahoe Film Fest, Snowfest

Public Relations



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Partnership & Support for partners

- Photos
- Press room
- Ongoing pitching to “Champagne List”
- PR Summit (Nov)
- “What’s New Winter” release
- Winter Talking Points

Market Shift

- Long-haul, flight markets: NYC, SoCal, Houston/Dallas
- ***Drive Markets:** event promotion, crisis comms only*

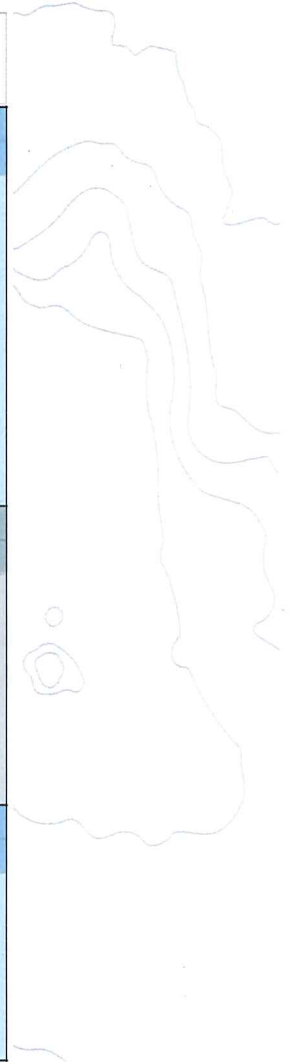
FAMS & media visits

- Tier-1 opportunities only (most FAMS are hosted during spring/fall)
- NYC International Media Marketplace (Jan)

CRISIS COMMS

- Snow lite, Snow Heavy, Extreme Crisis or Tragedy

Snow Lite	<p>Tier 1</p> <p><i>Ex: 1 month with minimal snow</i></p> <ol style="list-style-type: none"> 1. Conversation monitoring via Fusion7 2. activate partner calls - gauge message points 3. Deploy ambassadors - real-time images, videos, photos in each location (above the lake AND by the lake) 4. Develop and distribute key messages for partners 5. Timestamp everything that comes back 6. Don't address directly on social & content (blog/newsletter); focus on key messages 7. Proactive & reactive regional PR outreach, focus on key messages 8. Include holistic winter activity messaging 9. Potential to host reactive PR FAMs and/or influencers <p>Potential Key Messages: snowmaking capacity, conditions at higher elevations, possible learn to ski & ride tie-in, winter signature events</p>	<p>Tier 2</p> <p><i>Ex: 2+ months minimal or no snow</i></p> <ol style="list-style-type: none"> 1. Activate partner calls - gauge message points and severity 2. Identify competitive advantages with other resorts 3. Develop and distribute Key Messages and Talking Points for partners 4. Host in-person partner summit 5. Connect with SLT to create cohesive lake-wide messaging, including releases, social campaign, etc. 6. Shift targeting to local/regional drive market 7. Shift messaging strategy to focus on non-snow-driven experiences 8. Media Hosting and/or Influencer Hosting to focus on non-snow-driven experiences and content campaigns 9. Extend and expand Tahoe Treasures and Luminaries <p>Key Messages: Dual Days, Regional Lodging Specials, Apres/F&B, Wellness, Non-snow Winter Experiences, Signature Events</p>
	<p>Tier 1</p> <p><i>ex: roads are closed / safety concerns</i></p> <ol style="list-style-type: none"> 1. Conversation monitoring via Fusion7 2. activate partner calls - gauge message points 3. Deploy ambassadors - real-time images, videos, photos in each location (above the lake AND by the lake) 4. Develop and distribute key messages for partners 5. Timestamp everything that comes back 6. Switch to safety & informative messaging on social, directing to CalTrans for details 7. Joint messaging and press release with SLT to promote safety & informative message <p>Potential Key Messages: promote safety and travel timing, provide information, promote off-beat winter sports, provide messages for novice skiers/riders</p>	<p>Tier 2</p>
Extreme Crisis or Tragedy	<p>Tier 1</p> <p>N/A</p>	<p>Tier 2</p> <p><i>ex: avalanches, trees/power lines falling, death/tragedies</i></p> <ol style="list-style-type: none"> 1. Conversation monitoring via Fusion7, pause EVERYTHING (PR, social, ads, etc.) 2. Develop key messages with NLT team 3. Activate partner calls - provide messages and resources 4. Establish connection with Visit CA and Travel NV to push out cohesive messages 5. Release official statement (within 24 hours) 6. Gague severity over next 2-10 days to determine relaunch of "business as usual" <p>Potential Key Messages: TBD based on situation</p>



Social Media



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Facebook Live

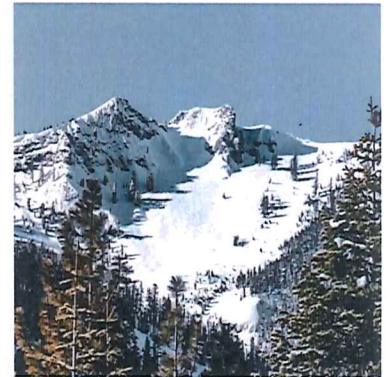
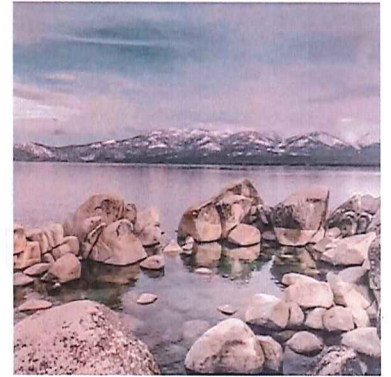
- Jan - learn to ski/ride

Giveaways

- Dec - giveaway a lift ticket from all 12 resorts (for 12 days of Christmas)
- Feb - romantic giveaway package

Social Content

- Tahoe Snow Tracker
- #WinterWOW
- UGC / scenery
- Tahoe Secrets
- Event promotion
- Accessibility
- Family activities



Blog & Newsletter



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Blog (2x / mo)

Evergreen Messages

- Dec
 - *Holiday Events*
 - *Find your #WinterWOW*
- Jan
 - *Learn to Ski & Ride Month*
 - *10 "offbeat" snow activities for the whole family*
- Feb
 - *Lovin' in the Mountains*
 - *High Altitude Apres*

Newsletter (1x / mo)

Event promotions; Time-sensitive messaging

- *Dec: Holiday Event Roundup*
- *Jan: Learn to Ski/Ride deals & locations*
- *Feb: Romance in Tahoe*



MEMORANDUM

Date: October 4, 2019

TO: North Lake Tahoe Marketing Cooperative Committee

FROM: Amber Burke

RE: Out of Bounds IMAX Film Sponsorship & Activation Update

Action Requested:

No action requested. Informational.

Background:

NLTMC sponsored the upcoming IMAX film, Out of Bounds, with a \$40,000 commitment in conjunction with Visit California and Squaw Valley | Alpine Meadows. The film will premiere at the Pacific Science Center IMAX Theater in Seattle, Washington, on Tuesday October 29, 2019.

Roxy, a major sponsor of the film, is spearheading the premiere efforts. NLT staff has been in communications to evaluate the most effective way to leverage the event. Staff is currently in discussions regarding hosting a travel trade event, regional media and how NLT can activate on-site.

NLT has rights to show the film, royalty free, at our discretion. Staff is currently talking with MTS to have a showing during the 2020 event. The film will release to the general public in national and international IMAX theaters in late 2019.

Fiscal Impact:

Potential costs:

- Trade Event
- Staff Attendance
- Media Desksides



MEMORANDUM

Date: October 4, 2019
TO: North Lake Tahoe Marketing Cooperative Committee
FROM: Amber Burke
RE: 2020/2021 Fiscal Year – Agency RFP Process

Action Requested:

No action requested. Informational.

Background:

NLTMC will put out a Request for Proposal (RFP) for agency work pertaining to media, creative, public relations, social media and content. Both current agency contracts, Augustine and The Abbi Agency, expire at the end of the current fiscal year. Staff is recommending combining the RFP process to include all services to allow agencies to bid on any or all of the services.

The proposed RFP process timeline is as follows:

December 1, 2019	Send out RFP and open the application process
January 6 – 10, 2020	Q&A Week – Interested agencies can contact NLT staff with questions
February 14, 2020	Proposals Due to NLT Staff
March 2 – 13, 2020	Conduct Presentations/Interviews
March 16 – 20, 2020	Selection Committee makes recommendations
March 24, 2020	Present recommendations to NLTRA Tourism Development Committee
April 1, 2020	Present recommendations to NLTRA Board of Directors for Approval
April 15, 2020	Present recommendations to IVCBVB Board of Directors for Approval
April 16, 2020	Notification of selected agencies

The selection committee will be made up of 4 NLT staff members, 2 representatives from NLTRA, and 2 representatives from IVCBVB.

Fiscal Impact:

No fiscal impact currently. A small amount of funds will be allocated to facilitating the process but that number has not yet been determined.