



## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Wednesday, February 18, 2020 3 – 5pm

#### Call in information:

Call in number: 1-712-770-4010

Access code: 775665#

The February meeting of the North Lake Tahoe Marketing Coop Committee will be held on Tuesday, February 18 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

<b>3:00pm</b>	A. Call to Order	Chair
<b>3:05pm</b>	B. Public Comment (Pursuant to NRS 241.020)	Chair
<b>3:10pm</b>	C. Roll Call	Chair
<b>3:15pm</b>	<b>D. Motion: Approval of Agenda</b>	Chair
<b>3:17pm</b>	<b>E. Motion: Approval of October 9, 2019 Coop Meeting Minutes</b> <b>Page 1</b>	Chair
<b>3:20pm</b>	F. Introduction of new NLTRA CEO and Coop Board Member	Chair
<b>3:25pm</b>	G. Show new NLT Destination Video	Amber
<b>3:30pm</b>	H. 2020 Spring Creative Preview & Media Market Discussion <b>Page 3</b>	Augustine
<b>3:55pm</b>	I. 2020 Spring PR, Social & Content Preview <b>Page 22</b>	Abbi Agency
<b>4:20pm</b>	J. NLTMC Request for Agency Proposals Update	Amber/Andy
<b>4:40pm</b>	K. Financial Update <b>Page 42</b>	Bonnie
<b>4:50pm</b>	L. New Business	Chair
<b>4:55pm</b>	M. Old Business	Chair
<b>5:00pm</b>	N. 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



## north lake tahoe

An IVCBVB and NLTRA Partnership

### NLT Marketing Cooperative Committee Meeting Minutes – Wednesday October 9, 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, Bill Wood, Bonnie Bavetta, Andy Chapman, Kelly Campbell

**Committee member absent:** Brett Williams, Heather Bacon

**Other in attendance:** Lindsay Moore, Cathy Nanadiego, Greg Long, Amber Burke, Liz Bowling, Anna Atwood

## Summary

Public Comment: No public comment

### Motions/Action Items:

- MOTION to approve the agenda M/S/C Chapman/Bavetta (5-0-0)
- MOTION to approve the meeting minutes from July 10, 2019 M/S/C Bavetta/Campbell (5-0-0)

Item F. 2019-20 Winter Media/Creative & PR Plan Review – Augustine and Abbi Agency

Lindsay and Cathy with Augustine did a brief overview of Winter media, creative and website redesign for 2019/20.

Comments/feedback:

- One the new sequential video, it was questioned if it was one video or multiple. Lindsay shared it's multiple and it's like being served different ads. Amber stated anything that is included in the 6 second ad is included in the 30 second ad.
- Christine asked if Augustine could walk us through the expected behavior, and can you click out? Lindsay shared that all the videos are clickable. Traditionally the consumers are ready to make the decisions right away, so idea is to build the story so that they are more inclined to click out by the time they reach the 30 second video.
- When is new redesign on website ready to launch? Cathy shared mid-November.
- Kelly asked what personas are being targeted, and can we drive them to different landing pages on the website according to the personas? Lindsay shared the different personas are all being directed to the same landing page and there should be content there that is speaking to all the personas. Lindsay said going forward this is a possibility.
- Christine brought up that North Tahoe gaming is very different than South Lake Tahoe. How do we best portray that? Amber stated that they also try to highlight history and culture along with the gaming piece and there is a blog that was just approved showcasing this.
- Bill emphasized that generally people don't come here to gamble but it's an added amenity when they are here.

Jessica with the Abbi Agency gave a brief overview of PR plan & social review for winter 2019/20.

Comments:

- It was questioned that transportation and road conditions should be part of Heavy Snow and Crisis Communications. Amber shared there will be a monthly call with the resorts discussing what message they want to push. Jessica also shared they have that built into the talking points they previously created.

- Andy asked that Jessica lookout for info on an event with Travel Nevada and Reno Tahoe Territory for the New York media event happening at the end of the month.
- Andy brought up over-tourism that was a topic at a recent convention he went to. This is Instagram driven and there needs to be more discussion around this and subsequently the community residential population. More discussion about this topic will be discussed later.

Item G. Out of Bounds IMAX Film Sponsorship & Activation Update

North Lake Tahoe Marketing Cooperative 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. There will be clips and pictures in the film from North Lake Tahoe. NLTRA is hosting a media event in Seattle.

Item H. Upcoming Agency RFP Process Update

North Lake Tahoe Marketing Cooperative 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.

Item I. Reschedule 2020 February NLTMC Meeting Dates

The Visit California Outlook Forum conflicts with the February 10<sup>th</sup> Marketing Cooperative meeting and most of the staff will be gone. A new date will be discussed and shared with the committee members in the upcoming week.

Item J. Financial Update

Bonnie stated the Marketing Cooperative is at this point under budget except over in the Research line item. The audit is concluding and there are no issues at this time. The audit report will be going to the Finance Committee and then to the Board of Directors for final approval soon.

Item K. New Business

None.

Item L. Old Business

None.

Meeting adjourned at 4:30pm.

Submitted by Anna Atwood





2020 Spring Campaign: Marketing & Advertising  
February 18, 2020

# AGENDA

Creative Strategy

Creative Executions

Media Targeting



# CREATIVE **STRATEGY**



## CREATIVE STRATEGY

- Position North Lake Tahoe as the ideal location to visit during the spring.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Continue to use *Twice the Fun* campaign messaging – exploring dual day activity combinations during the spring season.
- Highlight differentiating factors of the destination, supporting North Lake Tahoe's positioning as ideal location.
- Redesign/reanimate creative collateral to reflect the topo map art direction.
- Optimize creative based on paid media performance analytics and SMARI insights.



## SPRING POSITIONING **TWICE AS FUN**

Welcome to a destination where dual days thrive, elevating every spring day into an extraordinary experience. From mountainside to lakeside, adventure to relaxation, our perfectly paired adventures are double the fun. Hit the slopes for some spring season skiing then unwind on the lake with a picturesque paddle. Hike the trails then stroll the towns. Savor some me time then gather around a fire pit and share s'mores with family and sips with friends. Elevate your senses and refresh with adventures that are twice the fun.

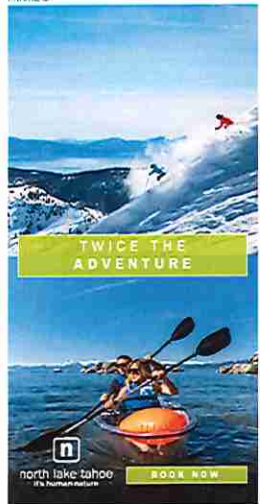
**North Lake Tahoe. It's Human Nature.**



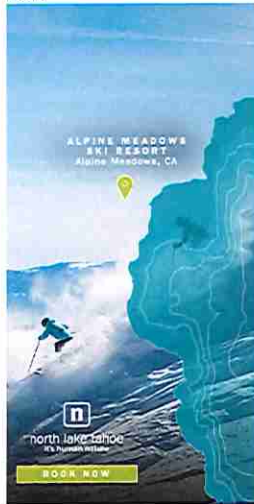
# CREATIVE **EXECUTIONS**

# DIGITAL ADS

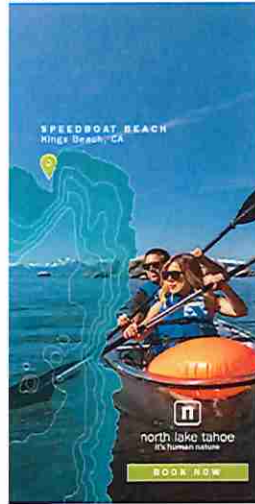
300X600  
FRAME 1



FRAME 2



FRAME 3



FRAME 4



300X250  
FRAME 1



FRAME 2



FRAME 3



FRAME 4



320X60





# DIGITAL ADS

728x90

FRAME 1

TWICE THE QUALITY TIME

north lake tahoe  
It's human nature

LEARN MORE

FRAME 2

SPEEDBOAT BEACH  
Kings Beach, CA

north lake tahoe  
It's human nature

LEARN MORE

FRAME 1

TANOE TREETOP ADVENTURE PARK  
Tahoe City, CA

north lake tahoe  
It's human nature

LEARN MORE

FRAME 2

TWICE THE FUN

north lake tahoe  
It's human nature

LEARN MORE

north lake tahoe  
It's human nature

LEARN MORE

300x600

FRAME 1

TWICE THE EXPERIENCE

north lake tahoe  
It's human nature

LEARN MORE

FRAME 2

DIAMOND PEAK  
Incline Village, NV

north lake tahoe  
It's human nature

LEARN MORE

FRAME 3

THE RITZ CARLTON SPA  
Northstar, CA

north lake tahoe  
It's human nature

LEARN MORE

FRAME 4

TWICE THE FUN

north lake tahoe  
It's human nature

LEARN MORE

160x600

FRAME 1

TWICE THE ADVENTURE

north lake tahoe  
It's human nature

BOOK NOW

FRAME 2

TRUCKEE RIVER TRAIL  
Tahoe City, CA

north lake tahoe  
It's human nature

BOOK NOW

FRAME 3

CRYSTAL BAY CASINO  
Crystal Bay, NV

north lake tahoe  
It's human nature

BOOK NOW

FRAME 4

TWICE THE FUN

north lake tahoe  
It's human nature

BOOK NOW



# DIGITAL ADS



300X250  
FRAME 1



FRAME 2



FRAME 3



FRAME 4



300X250  
A



B



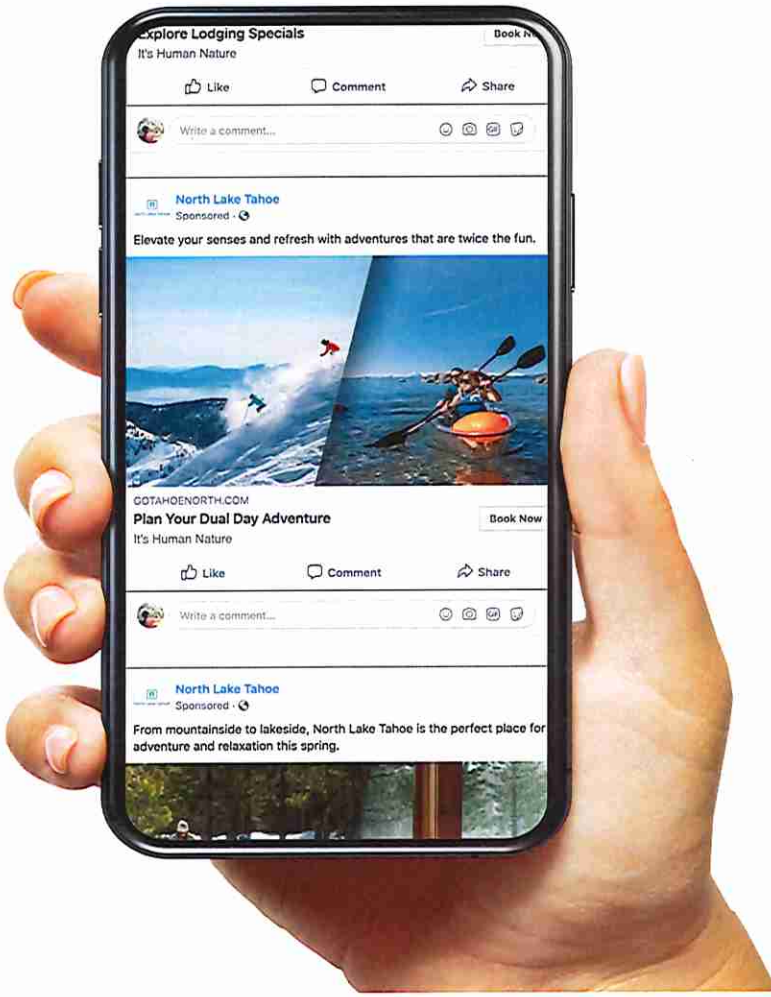
728X90  
A



B



# SOCIAL MEDIA • SINGLE IMAGE



FACEBOOK SINGLE IMAGE | MILLENNIAL

North Lake Tahoe  
Sponsored

Explore a destination where dual days thrive long into the night!

GOTAHONORTH.COM  
**Twice the Entertainment. Twice the Fun.**  
It's Human Nature

Like Comment Share

Book Now

FACEBOOK SINGLE IMAGE | FAMILY

North Lake Tahoe  
Sponsored

Grab the family, gear up and connect with nature in a whole new way.

GOTAHONORTH.COM  
**Find Your Dual Day Experience**  
It's Human Nature

Like Comment Share

Book Now

FACEBOOK SINGLE IMAGE | BOOMER

North Lake Tahoe  
Sponsored

From mountainside to lakeside, North Lake Tahoe is the perfect place for adventure and relaxation this spring.

GOTAHONORTH.COM  
**Plan Your Dual Day Getaway**  
It's Human Nature

Like Comment Share

Book Now

FACEBOOK SINGLE IMAGE | RETARGETING

North Lake Tahoe  
Sponsored

Visit the place where dual days thrive and elevate every spring day into an extraordinary experience.

GOTAHONORTH.COM  
**Explore Lodging Specials**  
It's Human Nature

Like Comment Share

Book Now



# SOCIAL MEDIA • CAROUSEL

## FACEBOOK CAROUSEL | MILLENNIAL

**FRAME 1**

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.

Twice the Adventure Learn More

Twice the Fun Learn More

Like Comment Share

**FRAME 2**

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.

Twice the Fun Learn More

Twice the Fun Learn More

Like Comment Share

**FRAME 3**

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.

Twice the Fun Learn More

Twice the Fun Learn More

Like Comment Share

**FRAME 4**

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.

Twice the Entertainment Learn More

Twice the Entertainment Learn More

Like Comment Share

**FRAME 5**

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.

Twice the Entertainment Learn More

Twice the Entertainment Learn More

Like Comment Share

## FACEBOOK CAROUSEL | FAMILY

**FRAME 1**

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.

Twice the Fun Learn More

Twice the Fun Learn More

Like Comment Share

**FRAME 2**

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.

Twice the Adventure Learn More

Twice the Adventure Learn More

Like Comment Share

**FRAME 3**

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.

Twice the Flavor Learn More

Twice the Flavor Learn More

Like Comment Share

**FRAME 4**

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.

Twice the Memories Learn More

Twice the Memories Learn More

Like Comment Share

**FRAME 5**

North Lake Tahoe Sponsored

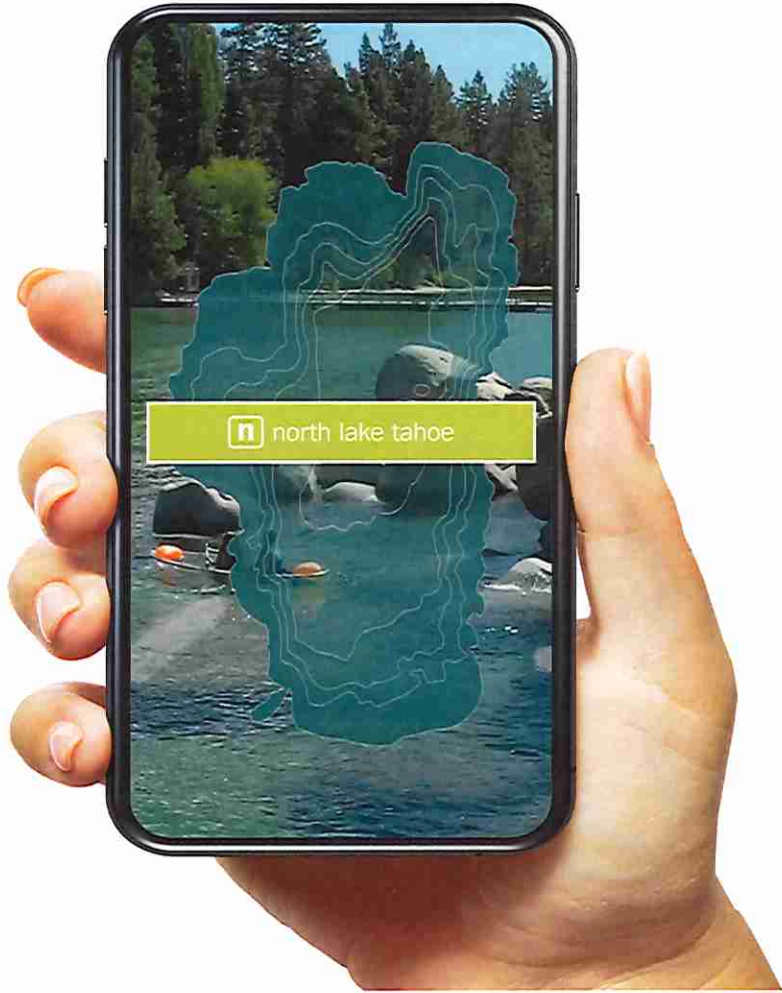
Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.

Twice the Memories Learn More

Twice the Memories Learn More

Like Comment Share

INSTAGRAM STORIES







DISCOVER | SPRING'S DUAL DAYS



# **MEDIA** STRATEGY



# SPRING CAMPAIGN: SINGLE GEOGRAPHIC

## 100% BAY AREA OR 100% SOCAL

3x Target Personas

- Native
- Programmatic Display
- YouTube Sequential Video
- High Impact Media
- Facebook
  - Retargeting
  - Carousel
  - Insta Video
  - Instagram Stories
- Twitter
- Reddit
- TripAdvisor
- Expedia
- Weekend Sherpa
- Email
- Search
- Retargeting Display Ads

**TOTAL SPEND: \$83,604**





# SPRING CAMPAIGN: BAY / SOCAL

## 40% BAY AREA

1-2x Target Persona's

- Native
- Programmatic Display
- WeekendSherpa
- Facebook
- Reddit
- TripAdvisor
- Expedia
- Search Marketing

**TOTAL SPEND: \$33,441**

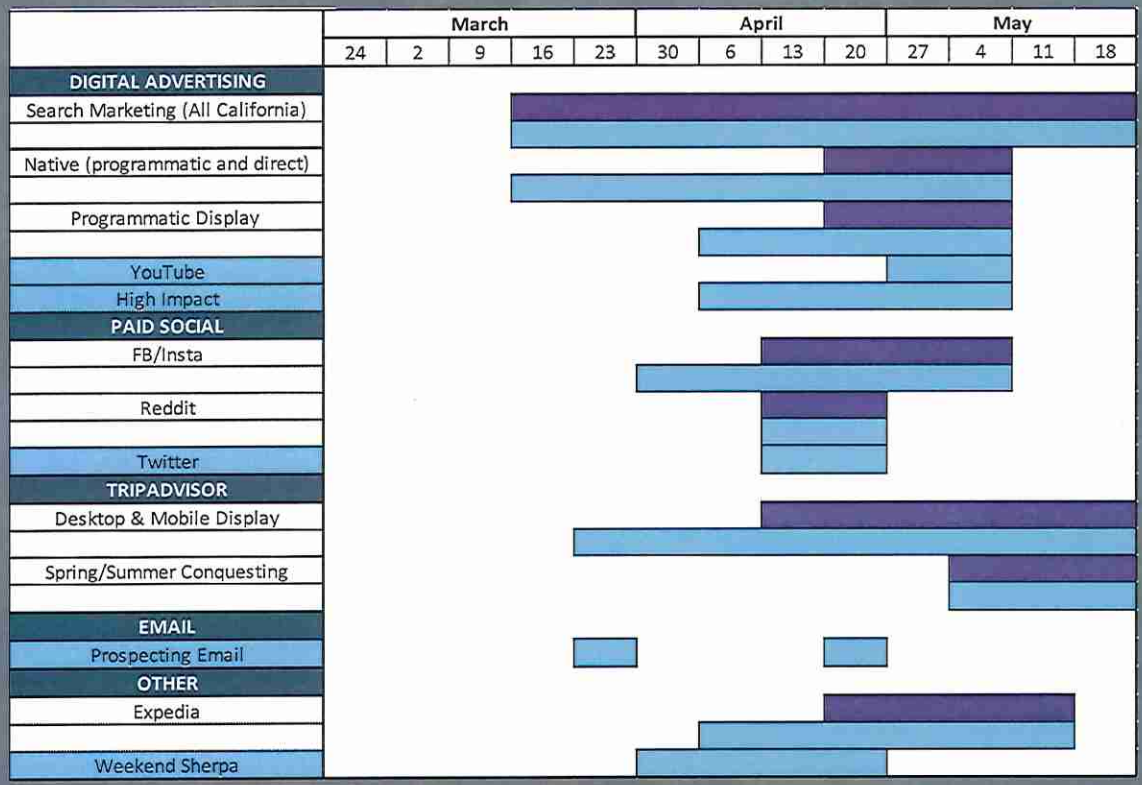
## 60% SoCal

1-2x Target Persona's

- Native
- Programmatic Display
- YouTube Video
- High Impact Media
- Facebook
- Twitter / Reddit
- TripAdvisor
- Expedia
- Email
- Search Marketing
- WeekendSherpa

**TOTAL SPEND: \$50,162**

# SPRING CAMPAIGN: BAY / SOCAL



Bay Area:  
Targeting 1x  
Persona

SoCal Area:  
Targeting 1x  
Persona



**THANK YOU!**



# North Lake Tahoe Spring Preview 2019-2020



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# **2020 SPRING CAMPAIGN**

**Public Relations**

**Social Media**

**Blog & Newsletter Content**

# Spring Campaign



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# Spring Campaign

## OVERVIEW

Spring campaign leverages our PR, social and content to:

- Support paid spring advertising, primarily in Bay Area/So Cal markets
- Support and promote “Dual Days” and “Twice The Fun” (#dualdays and #twicethefun)
- Sustainability (Bikes, Pedestrian Paths, Transportation Services, Earth Day, “Going Green” for St. Patrick’s Day)
- Wellness and PRIDE
- Accomplish in conjunction with existing year-round outreach for events, MMC, and in-market programs

## AUDIENCE INSIGHTS

- Not aware of shoulder season/spring opportunities (as opposed to greater familiarity w/ Summer and Winter activities)
- Marginal understanding of “dual activities” premise
  - Benefits up front and emotional
  - Messaging super easy to digest at a glance
  - Need to keep the visuals simple and descriptive



## Spring Campaign - cont.

### CAMPAIGN GOALS

- Drive visitation to the spring landing page (in development)
- Inspire social engagement and feedback
- Drive referrals to partners from blog, newsletter and earned media opportunities
- Reinforce idea that Lake Tahoe is different in shoulder season and that it's "beautiful and all your own" through earned media, social and content



## Spring Campaign Themes & Messages

- **#TwiceTheFun**
- **#DualDays**
- **High-Altitude Training**
- **Human Powered Sports**
- **Eco-Friendly Tahoe**
- **Spring Indulgences**
- **Event Roundup**
- **Race Roundup**

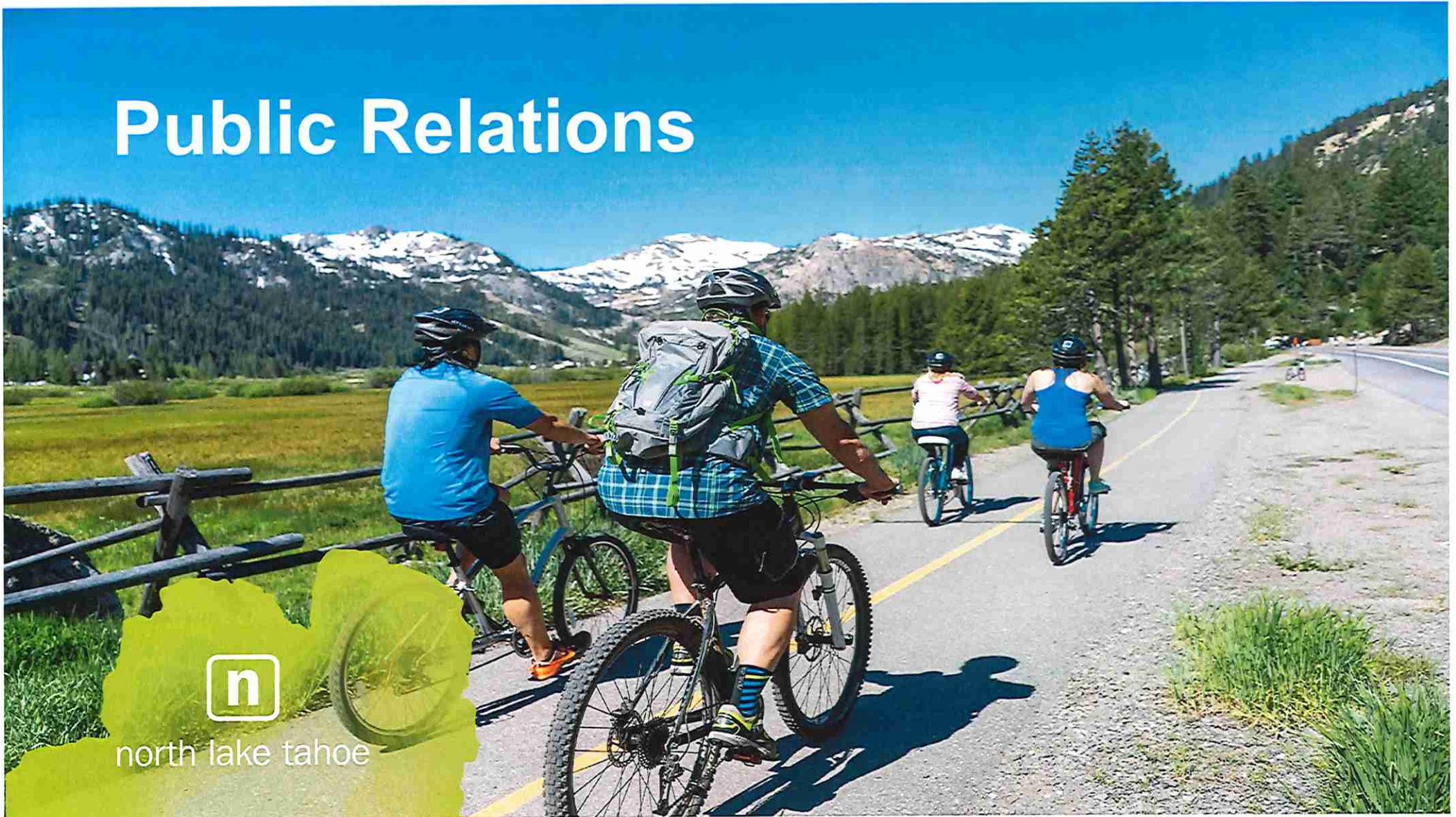




# Public Relations



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# Spring PR Overview

## KPIs and Objectives

### Shoulder Season Messaging:

- Secure earned media coverage in spring to increase visitation by pitching “target media list” and supplement coverage by hosting four (4) FAMs this season.

### Quarterly Press Release:

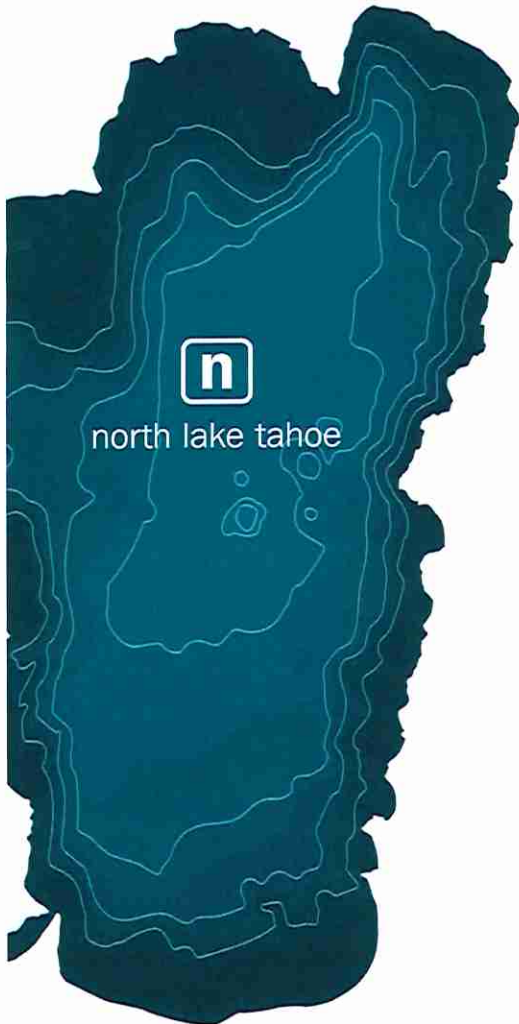
- The “What’s New Spring” release will showcase springtime activities, events, and partner news.

### Flight Markets:

- Secure earned media impressions in Southern California and Texas short-haul, flight markets.

### Drive Markets:

- Secure earned media impressions throughout I-80 corridor markets.







### Partnership & Support for Partners

- Photos
- Press room
- Ongoing pitching to “Target Media List”
- “What’s New Spring” Press Release

### FAMS & Media Visits

- Outdoor Publications
- Leisure/Luxury Travel
- Drive Markets
- Short-haul, Flight Markets

### Market Shift

- **Short-haul, flight markets:**
  - SoCal
  - Houston/Dallas
- **Drive Markets:**
  - Bay Area, I-80 Corridor





## Sample Target Media: The Champagne List

- Afar
- Backpacker Magazine
- Brit + Co
- Condé Nast Traveler
- Hemispheres
- Men's Journal
- Modern Luxury Magazines
- Outside Magazine
- Reader's Digest
- Sunset
- Thrillist
- Travel & Leisure
- US News & World Report
- VIA

# Social Media



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# Spring Campaign Social

## OVERVIEW

- Explain the duality of Dual Days and Twice The Fun
  - Through layout and simple messaging
- Keep the idea obvious for faster (less expensive) understanding of promotion
- Drive engagement

## CHANNELS

- Facebook Carousel
- Instagram
  - Story Poll
  - Carousel





## Spring Campaign: Instagram



### DUAL DAY GIVEAWAY

- Builds awareness while explaining Dual Days/ Twice the Fun - montage of people enjoying various activities
- Audiences picks top two activities - comments, entered into giveaway drawing
- **ENGAGEMENT MACHINE:** Layout leads user to swipe - every swipe and comment an engagement

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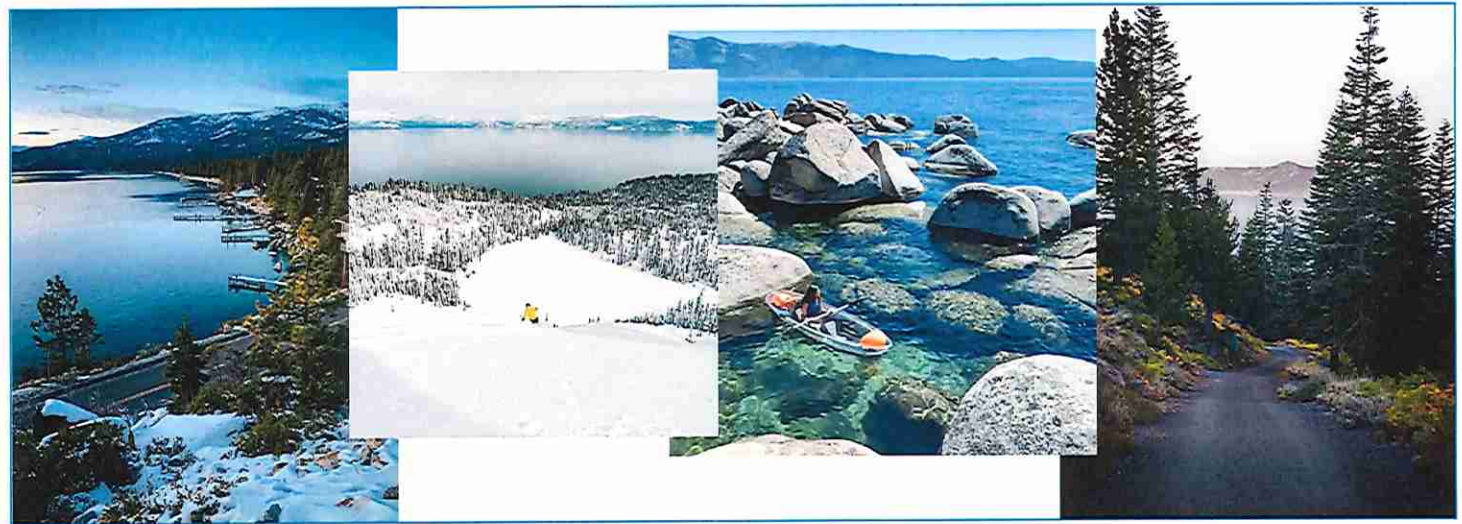
## Spring Campaign: Instagram



### POLL

- Visually explains Dual Days and Twice the Fun
- Builds awareness
- Provides insight; data shared with partners
- **ENGAGEMENT MACHINE:** High engagement

## Spring Campaign: FB & Instagram



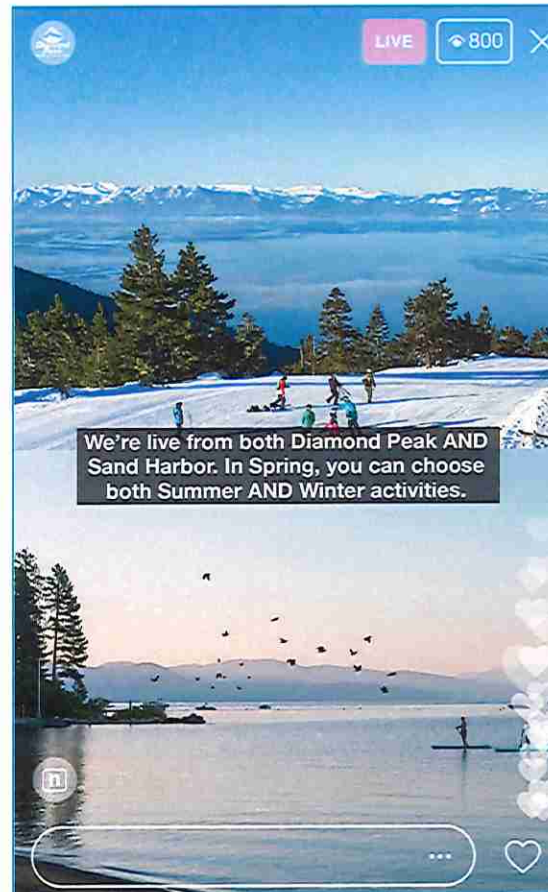
### CAROUSELS

- Tiled montage of activity and scenics
- **ENGAGEMENT MACHINE:** Layout leads user to swipe - every swipe and comment an engagement





## Spring Campaign: Instagram



### LIVE

- Tech explains Dual Days
- **ENGAGEMENT MACHINE:**  
High engagement

# Blog & Newsletter



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# Spring Campaign Content Overview

## BLOG

- New posts 2x monthly
- Evergreen content
- Deeper dive into specific themes:
  - PRIDE
  - #DualDays #TwicetheFun
  - Spring Break
  - Spring Ski
  - Keep Tahoe Green, etc
- SEO powerhouse
- Increases time on site
- Partner engagement, promotion
- Supported by social

## NEWSLETTERS

- 1x monthly
- Time sensitive - inspires impulse visitation
- Written invitingly: "Join us!"
- Drives GTN website visits
- Consistent, monthly touch with target audiences
- Database: 30k





# Spring Campaign Content

## BLOG

### March

- #TwiceTheFun: Dual Day Kickoff
- Going Green for St. Patrick's: Sustainability

### April

- Uncover The Secret of Ultra-Luxe North Lake Tahoe (Because You're Worth It)
- Take Care of Tahoe: ebikes, highlight what destination is doing to care for this special place, muni transportation, stakeholder efforts

### May

- Plan a Weekend for Dad
- Kickoff to Summer + Events

## NEWSLETTERS

### March

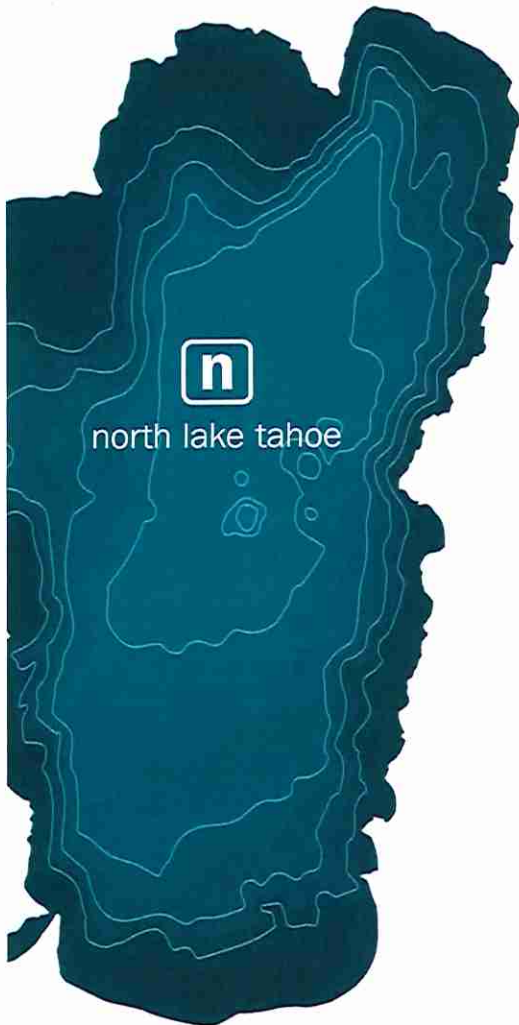
- Mother's Day Preview

### April

- Father's Day Preview

### May

- Summer Preview





**Thank You!**

Ty Whitaker

Greg Fine

Haley Gibbs

Steven Smith

**The Abbi Agency**

# **North Lake Tahoe Marketing Cooperative**

Approved

Financial Statements for the Period Ending

December 31, 2019



## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2019

	Dec 19	Budget	Jul - Dec 19	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	37,449	37,449	536,622	536,622	942,000
4001-00 · NLTRA Funding	150,831	150,831	637,976	637,976	1,503,362
4004-00 · IVCBVB Entertainment	2,000	2,000	4,000	4,000	8,000
<b>Total Income</b>	<b>190,280</b>	<b>190,280</b>	<b>1,178,598</b>	<b>1,178,598</b>	<b>2,453,362</b>
<b>Gross Profit</b>	<b>190,280</b>	<b>190,280</b>	<b>1,178,598</b>	<b>1,178,598</b>	<b>2,453,362</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	0	0	5,104	10,320	16,720
5002-01 · Native Display	0	7,000	0	34,000	68,000
5004-00 · Trip Advisor	16,964	8,333	31,619	49,998	100,000
5005-00 · Paid Social	14,697	29,797	58,005	66,035	139,000
5005-01 · Digital Display	38,077	9,000	103,580	42,000	85,000
5005-02 · Retargeting Video	0	2,500	12,473	15,000	30,000
5007-00 · Creative Production	19,589	13,250	123,844	79,500	158,219
5010-00 · Account Strategy & Management	7,000	7,000	42,000	42,000	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	12,000	12,000	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	7,200	7,200	14,400
5013-00 · Outdoor	0	0	0	0	115,000
5015-00 · Video	0	5,000	4,373	17,500	35,000
5017-00 · Rich Media	4,965	12,500	11,837	25,000	50,000
5018-00 · Media Commission	11,176	9,093	33,782	35,012	103,607
5018-01 · Digital Ad Serving	339	504	1,232	3,024	6,050
5020-00 · Search Engine Marketing	9,507	5,000	27,008	30,000	60,000
5022-00 · Email	4,600	3,500	15,226	17,500	35,000
5025-00 · Expedia	0	0	0	0	20,000
5026-00 · Consumer Research	0	0	0	750	750
5027-00 · Consumer Retargeting Video	0	1,250	0	7,500	15,000
5028-00 · High Impact Media	0	5,000	0	22,000	45,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>130,114</b>	<b>121,927</b>	<b>489,284</b>	<b>516,339</b>	<b>1,204,746</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	0	0	2,565	3,000	6,000
5112-00 · Training / Sales Calls	2,966	0	6,440	2,500	6,500
5113-00 · Additional Opportunities	0	1,750	2,946	3,500	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	0	500	2,125	4,950	6,450
5131-00 · FAMS -Intl - Travel Trade	0	0	2,684	2,000	10,500
5132-00 · FAMS -Intl - Media	0	0	35	0	0
5133-00 · Ski-Tops	0	0	0	845	845
5134-00 · Intl Marketing - Additional Opp	0	2,750	4,527	5,500	11,000
5136-00 · Tour Operator Brochure Support	0	0	2,000	2,000	2,000
5137-00 · Co-op Opportunities	2,126	5,000	2,926	10,000	15,000
5141-00 · Australian Sales Mission	0	0	0	0	6,550
5142-00 · UK Sales Mission	0	0	2,177	3,000	3,000
5143-00 · Mountain Travel Symposium	0	0	510	0	1,500
5144-00 · IPW - POW WOW	857	0	257	0	11,000
5145-00 · TIA Annual Dues	0	0	2,695	0	2,650
5146-00 · UK / Black Diamond	2,500	0	15,000	15,500	31,000
5147-00 · AUS / Gate 7	0	0	15,850	15,850	31,700
5149-00 · Mexico Program	0	0	1,607	6,500	6,500
5150-00 · China Program	0	0	154	3,500	3,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	0	0	6,409	6,000	6,000
5154-00 · Canada - Other	5,000	0	11,860	13,500	26,000
<b>Total 5154-00 · Canada</b>	<b>5,000</b>	<b>0</b>	<b>18,269</b>	<b>19,500</b>	<b>32,000</b>
5155-00 · California Star Program	583	0	583	3,500	3,500
5156-00 · German Trade Representation	1,870	1,000	6,782	11,500	23,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>15,902</b>	<b>11,000</b>	<b>90,132</b>	<b>113,145</b>	<b>222,695</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	13,200	13,200	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	30,000	30,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	12,000	12,000	24,000
5202-01 · Rich Content Development	300	0	4,975	11,000	22,000
5204-00 · Media Mission(s)	475	0	4,438	5,300	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	3,000	3,000	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	1,800	1,800	3,600
5208-00 · International Travel Media FAMS	0	0	2,949	6,800	13,600
5208-01 · Int'l FAM Hard Cost	0	0	1,581	6,000	12,000

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2019

	Dec 19	Budget	Jul - Dec 19	YTD Budget	Annual Budget
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	3,130	17,835	166,850	157,686	352,372
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	4,250	4,250	25,500	25,500	51,000
8003-00 · Website Hosting Maintenance	47,327	4,166	51,065	24,996	50,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	51,577	8,416	76,565	50,496	101,000
<b>Total Expense</b>	242,814	190,280	1,051,646	1,178,599	2,453,364
<b>Net Income</b>	<u>(52,534)</u>	<u>0</u>	<u>126,952</u>	<u>(1)</u>	<u>(2)</u>



## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Wednesday, February 18, 2020 3 – 5pm

#### Call in information:

Call in number: 1-712-770-4010

Access code: 775665#

The February meeting of the North Lake Tahoe Marketing Coop Committee will be held on Tuesday, February 18 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

<b>3:00pm</b>	A. Call to Order	Chair
<b>3:05pm</b>	B. Public Comment (Pursuant to NRS 241.020)	Chair
<b>3:10pm</b>	C. Roll Call	Chair
<b>3:15pm</b>	<b>D. Motion: Approval of Agenda</b>	Chair
<b>3:17pm</b>	<b>E. Motion: Approval of October 9, 2019 Coop Meeting Minutes</b>	Chair
<b>3:20pm</b>	F. Introduction of new NLTRA CEO and Coop Board Member	Chair
<b>3:25pm</b>	G. Show new NLT Destination Video	Amber
<b>3:30pm</b>	H. 2020 Spring Creative Preview & Media Market Discussion	Augustine
<b>3:55pm</b>	I. 2020 Spring PR, Social & Content Preview	Abbi Agency
<b>4:20pm</b>	J. NLTMC Request for Agency Proposals Update	Amber/Andy
<b>4:40pm</b>	K. Financial Update	Bonnie
<b>4:50pm</b>	L. New Business	Chair
<b>4:55pm</b>	M. Old Business	Chair
<b>5:00pm</b>	N. 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