



## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Wednesday, June 24, 2020 3 – 5pm

Join Zoom Meeting

<https://us02web.zoom.us/j/88437870802?pwd=NjJlV2xlaDlY1grRHpwdlVGdVMvZz09>

Meeting ID: 884 3787 0802

Password: 312561

+1 669 900 9128 US (San Jose)

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, June 24 via Zoom.

**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.

	A. Call to Order	Chair
	B. Public Comment (Pursuant to NRS 241.020)	Chair
	C. Roll Call	Chair
	<b>D. Motion: Approval of Agenda</b>	Chair
<b>Page: 1</b>	<b>E. Motion: Approval of February 18, 2020 Coop Meeting Minutes</b>	Chair
<b>Page: 3</b>	F. North Lake Tahoe Social Media & Content Update	Abbi Agency/Amber
<b>Page: 8</b>	G. North Lake Tahoe Consumer Media Recovery Plan Update	Augustine/Amber
<b>Page: 22</b>	H. Agency Contract Extension Update	Jeff/Andy
	I. FYE 2019/20 Budget Forecast	Jeff/Andy
	J. FY 2020/21 Draft Budget Overview	Jeff/Andy
	K. Update on NLT Conference/Group/Leisure Sales Staff Reallocation	Jeff/Sarah/Andy
	<b>L. Motion: Election of Chair/Vice Chair for FY 2020/21</b>	Andy
	M. New Business	Chair

- N. Old Business
- O. Adjournment

Chair  
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 – Tuesday February 18, 2020**

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 members in attendance:** Christine Horvath, Bill Wood, Andy Chapman, Jeff Hentz, Ashlee Barton (called-in)

**Committee members absent:** Brett Williams, Kelly Campbell, Heather Bacon

**Other in attendance:** Greg Long, Sarah Winters, Liz Bowling, Bonnie Bavetta, Greg Fine, Haley Gibbs, Lindsay Moore, Brittany Lima, Cathy Nanadiego, Anna Atwood

The meeting was called to order at 3:12pm.

Public Comment: Liz announced the welcome reception at Jake's tonight, for our new CEO, Jeff Hentz.

**Motions/Action Items:** A quorum was not established for today's meeting.

D. The agenda was accepted as presented.

E. The approval of the meeting minutes from Oct 9, 2019 will be tabled until the next meeting.

F. Introduction of new NLTRA CEO and Coop Board Member

NLTRA's new CEO introduced himself to the committee members. Ashlee Barton, Director of Sales with the Hyatt Regency, Lake Tahoe called in and introduced herself as a new committee member.

G. Show new NLTRA Destination Video

Lindsay shared the new destination video with the committee members. The committee members gave positive feedback on the video.

**Action to Amber/Anna: Share the destination video with committee members.**

H. 2020 Spring Creative Preview & Media Market Discussion

The presentation from Augustine for the 2020 Spring Creative can be viewed [here](#).

Comments:

- Jeff questioned the call to action, "Learn" and "Book Now" rotating on the GoTahoeNorth landing page? Brittany stated they are a/b testing to see what resonates better. Jeff made a comment that his former destination saw a bigger conversion when they used the word "Plan".
- Jeff questioned if we coop with our lodging partners on the retargeting ads? Andy stated it has been considered but mostly on the overall regional efforts and on the meetings print ads efforts.
- Andy stated that a broader conversion going into next year, regarding Bay Area versus Southern California markets is necessary.
- It was mentioned that it may necessary to move up the spring creative dates, if we don't see more snow.

I. 2020 Spring PR, Social & Content Preview

The presentation from the Abbi Agency for the 2020 Spring, PR, Social & Content can be viewed [here](#).

Comments:

- Amber shared that we have a new report coming from Fusion 7 on a weekly basis, showing engagement on all social media posts.

- Bill questioned if there are any plans of including the Powabunga Music Festival in the events? Greg shared it will be included. The website lacks information, but the event producers are currently working through the permitting process with Washoe County.
- Christine recommended looking at "audit" of the Southern California market soon to see if we are being effective. Andy stated maybe it's time to look at another ad awareness study by Strata Group.

J. NLTMC Request for Agency Proposals Update

Amber shared today is the deadline for RFP proposals and the upcoming timeline. She has received 19 proposals so far.

K. Financial Update

Bonnie reviewed Marketing Cooperative Financial Statements with the committee members. Most departments are under budget, but this is mostly due to timing and a reforecasting will be completed soon.

L. New Business

Andy announced the North Lake Tahoe team took home two Poppy awards at the Visit Outlook Forum last week.

M. Old Business

Sarah shared Mountain Travel Symposium is coming to Squaw Valley in March.

N. Adjournment

The committee adjourned at 4:20pm.

Submitted by Anna Atwood

# Consumer Channels Content & Social Media Update

June 2020



north lake tahoe



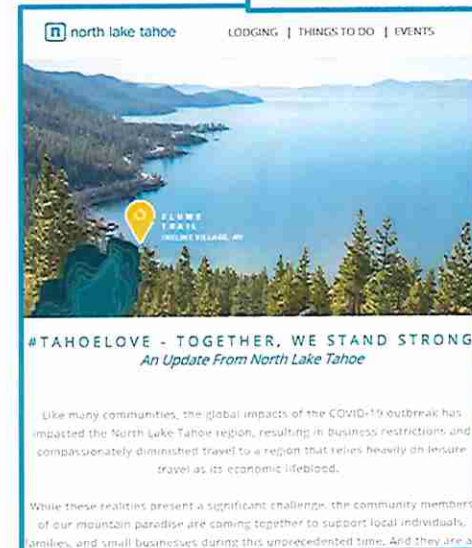
# Newsletters

## Get Back to Nature North Lake Tahoe Re-Opening Information

Sent: June 12, 2020  
 Open Rate: 22% \* *highest open rate of any NLT newsletter*  
 Click Rate: 1.1%

## #Tahoe Love - Together, We Stand Strong

Sent: May 15, 2020  
 Open Rate: 13.8%  
 Click Rate : 0.9%



# Blogs


Get Back to Nature as North Lake Tahoe Reopens - June 12, 2020

North Lake Tahoe COVID-19 FAQ's - June 4, 2020

Love Tahoe? Here's How to Stay Connected - Even at Home - May 5, 2020

North Tahoe Gift Cards - April 20, 2020

Destination Statement - March 20, 2020




Things To Do

### LOVE TAHOE? HERE'S HOW TO STAY CONNECTED—EVEN AT HOME

The spread of the novel coronavirus has turned our world upside down as we know it's done for you. It's introduced new challenges for visitors, locals, and organizations in the North Lake Tahoe region as we navigate uncharted territory. These changes have made it necessary to temporarily dissuade travel to the region, but the fact remains that Tahoe is still...

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Summer

### GET BACK TO NATURE AS NORTH LAKE TAHOE REOPENS

If you're anything like us (and we know that you are), you've been missing North Lake Tahoe's lush landscapes, spectacular mountain views, and that gorgeous Tahoe blue that's made our lakeside paradise one of the most sought after destinations in the world. As lodging, restaurants, and retail businesses closed, Tahoe adventurers were asked to temporarily suspend travel plans, and wait...

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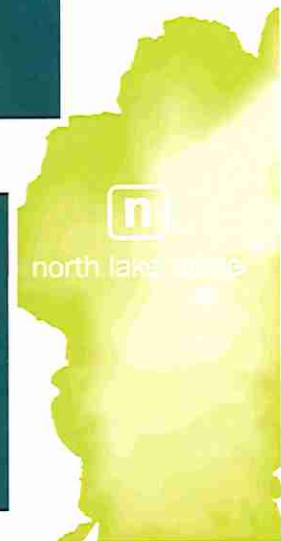
Spring Wellness

### DESTINATION STATEMENT

The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, over 60% of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19 and given state directives from both Nevada and California Governors\* to stay home, and shutter non-essential businesses, large scale events have been...

[READ MORE >](#)

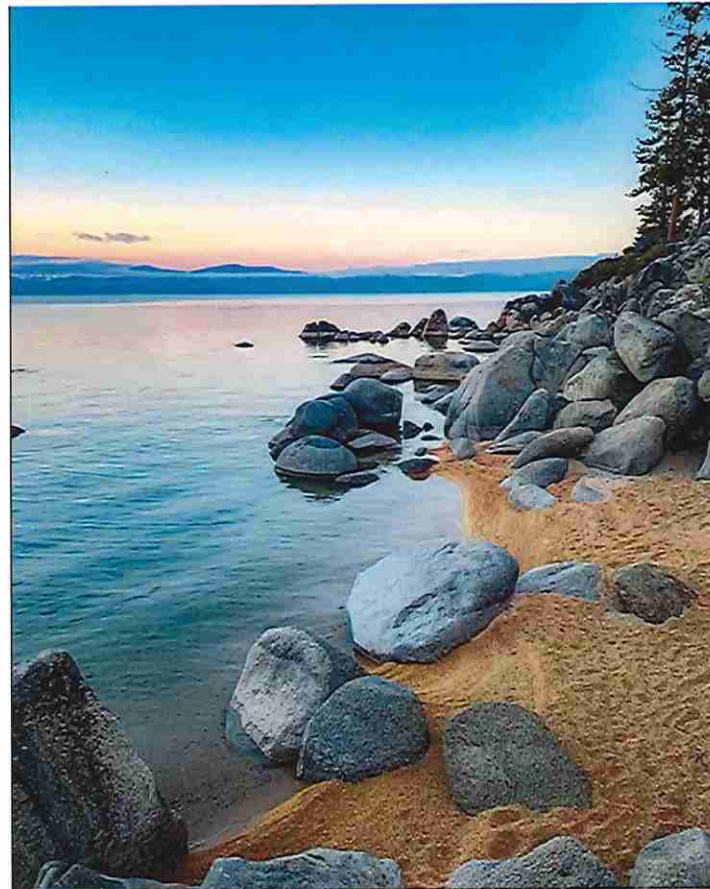
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# Social Media Channels

## June 12, 2020 - Welcome Back Post

- Resumed actively promoting visitation
- Weekly posts consist of:
  - Know Before You Go Travel Tips
  - Responsible Travel
  - Business Focus
    - Dining Highlights
    - Local Recreation Highlights
    - Lodging Highlights
    - Shopping Highlights
  - Aspirational Imagery
  - Road Trips



**North Lake Tahoe**  
Page Liked - June 12

The water is calm and things are finally clear. We are excited to announce that as of today, North Lake Tahoe is officially open. When you are ready, we would be happy to safely welcome you back. During this time we ask that all visitors please review and adhere to our handy Know Before You Go guide to ensure your own safety as well as the safety of our local communities.  
<https://www.gotahoenorth.com/knowbeforeyougo/> — with Louise Fried.

1.2K    36 Comments    142 Shares

Like    Comment    Share

Most Relevant

**Willy Elder** Please leave it as clean —or better —than when you came. We all love Tahoe.  
Like Reply 6d

**C.W. Predovich** AMEN!  
Please, everyone, follow suggested safety guidelines, so that there won't be any more shutdowns!  
Like Reply 6d

**Carol Killeen** What about our own stand up paddle boards on the lake?  
Like Reply 6d

**North Lake Tahoe** Carol Killeen You absolutely can! We suggest making sure the board is clean and no invasive species on the bottom! Local rentals are also open and available, too.

Write a comment...





## Reopening Video Series

**North Lake Tahoe recently launched the first video in a series to highlight what different business sectors are doing to prepare for welcoming visitors back to the region in a safe and responsible manner.**

**The series coincides with the NLT Know Before You Go Informational Guide.**

### Video Topics

- Responsible Travel & Tourism
- Lodging
- Restaurant & Retail
- Outdoor Recreation & Public Lands



# Augustine



North Lake Tahoe Recovery Campaign | June 23, 2020



# AGENDA

Objectives

Phased Approach

Creative

Consumer  
In-Market

# OBJECTIVES

- Develop a phased messaging approach that aligns with the brand while remaining sensitive to our audiences, community and the overall situation.
- Adjust and attach tactics to appropriate phases.
- Provide a recommendation on phase timing/deployment.



# PHASED APPROACH

# PHASED APPROACH

1



2



3

## PHASE 1 RECOGNITION (CRITICAL)

Acknowledging situation.  
We are in this together.  
Offer hope and share bright moments.

Timing:  
Now-May

Tactics:  
Owned and earned

## PHASE 2 REBOUND (IMPROVING SITUATION)

Finding your new normal, at your own  
pace. Provide potential visitors with the  
tools they need to get back to nature one  
step at a time.

Timing:  
May-June

Tactics:  
Owned and earned

## PHASE 3 RECOVERY (TRAVEL READY)

We are here for you and welcome you  
back. We're ready when you're ready.

Timing:  
June-September

Tactics:  
Owned, earned and paid



# PHASE 3 CONSUMER

# PHASE 3 | CONSUMER

## MESSAGING TYPE/TONE:

- Reconnect with nature (the restorative power of nature, health and wellness).
- Inviting, confident, caring.
- Proximity (drive market), familiarity, closeness, getaway in your own backyard.
- Outdoor activities for all comfort levels, open space, fresh air, uncrowded.
- We are here for you and welcome you back. We're ready when you're ready.

## MESSAGING STRATEGY: GET BACK TO NATURE

We all have an innate need to explore, wander and revel in the beauty of the world – It's Human Nature to connect with the outdoors. From towering tree-line mountains to crystal blue shorelines, there's no better place to find your new north than North Lake Tahoe. Now is the time we have all been patiently waiting for—lace up your boots, dust off your kayaks and zip up your backpacks. It's time to feel the wind in your hair, smell the pine in the air and see the beauty we were all meant to explore. It's time to get back to nature.



# PAID TACTICS

## PART 1 – JUNE/JULY

SACRAMENTO, STOCKTON, MODESTO,  
SAN FRANCISCO (WHEN OPEN), LA

- Search Marketing
- Retargeting Display and Video
- YouTube Video
- OTT/CTV
- Facebook/Instagram
- TripAdvisor

## PART 2 – JULY / AUGUST

SAN FRANCISCO, LA

- Search Marketing
- Retargeting Display and Video
- Native
- Programmatic Display
- YouTube Video
- OTT/CTV
- Facebook/Instagram
- Reddit
- Twitter
- TripAdvisor
- Email
- Weekend Sherpa
- Expedia

# 90 DAY PLAN REVISED

## CAMPAIGN: CONSUMER

CAMPAIGN: CONSUMER	June/July						August					September			
	Phase 2						Phase 3								
	Sac, Stockton, Modesto (SF when open)					LA	Target Markets: Bay Area, LA					Target Markets: Bay Area, LA			
	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21
<b>DIGITAL ADVERTISING</b>															
Search Marketing	4000						5500					7500			
Retargeting Display	1500						2000					3000			
Native (programmatic and direct)							4000					4000			
Programmatic Display							2000					4500			
Video (Youtube)							4000					6500			
Retargeting Video							1000					1000			
OTT.CTV							12000					19000			
<b>Digital Total</b>	\$12,150						\$30,500					\$45,500			
<b>PAID SOCIAL</b>															
FB/Insta Retargeting	1000						2000					3000			
FB/Insta Dynamic Carousel	4500						6500					9000			
FB/Insta Video	2000						5672					7500			
Instagram Stories	1000						5000					7000			
Reddit							2000					3000			
Twitter							3000					3000			
<b>Paid Social Total</b>	\$8,500						\$24,172					\$32,500			
<b>TRIPADVISOR</b>															
Desktop & Mobile Display	1000						3000					3000			
Mobile Display	1000						3000					3000			
Audience Segments (Outdoor/Ski/etc)							2000					2000			
<b>TripAdvisor Total</b>	\$2,000						\$8,000					\$8,000			
<b>EMAIL</b>															
Prospecting Email							850					850			
<b>Email Total</b>	\$0						\$850					\$850			
<b>OTHER</b>															
Expedia															
Weekend Sherpa												9250			
<b>Other Total</b>	\$0						\$0					\$9,250			

YOUR  
SAFETY  
IS IN OUR  
NATURE



GET  
BACK TO  
MAKING  
MEMORIES



north lake tahoe  
get back to nature



COMMONS BEACH  
Tahoe City, CA

PLAN TRIP

YOUR  
SAFETY  
MATTERS



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get back to nature

VIEW OUR

KNOW  
BEFORE  
YOU GO

INFORMATIONAL  
GUIDE



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get back to nature



north lake tahoe  
get back to nature



VIEW GUIDE



# PHASE 3 IN-MARKET

# PHASE 3 | IN-MARKET

## MESSAGING TYPE/STRATEGY:

- Inviting, confident, caring.
- Business revitalization (support local).
- Expand upon the Get Back To Nature campaign with a community focus.
- Encourage community members to visit their favorite businesses (rentals, restaurants, retail).
- Support local businesses through in-market media placements.

## TACTICS:

- Print/Digital
- Radio
- Social

**n** north lake tahoe  
it's human nature

**REDISCOVER** your best moments

Now is the time we've all been patiently waiting for -- from enjoying favorite spots around town and eating out, to grabbing a beer and meeting up with friends, it's time to get outside and help boost our local economy. We look forward to everyone getting back to doing what they love. The North Lake Tahoe community is stronger together and we will bounce back as we start to rediscover our playground for adventure.

[GoTahoeNorth.com/TahoeDinnerNews](http://GoTahoeNorth.com/TahoeDinnerNews)

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Sponsored · 🌐

Now is the time we've all been patiently waiting for! We look forward to everyone getting back to doing what they love.

GOTAHOENORTH.COM  
**Rediscover Our Playground For Adventure** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

**n** North Lake Tahoe  
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From enjoying favorite spots around town to grabbing a bite or drink with friends, it's time to get outside & help boost our local economy.

GOTAHOENORTH.COM  
**Relive Your Best Moments** [LEARN MORE](#)  
We look forward to everyone ge...

👍 Like    💬 Comment    ➦ Share



**THANK YOU!**



## North Lake Tahoe – Scope of Work FY 20/21

The following outlines Augustine Agency's fiscal year 20/21 scope of work and budget associated advertising and marketing for the North Lake Tahoe Marketing Cooperative.

### **Account Strategy & Management: \$72,000** (\$6,000/month)

Collaborative client, stakeholder and partner agency relationship management. Tasks include, but are not limited to, strategic account planning, brand management, project management, project estimates, budget management, reporting and analytics, client meetings/presentations/conference calls.

### **Website Strategy & SEO: \$37,400**

Strategic review and support for GoTahoeNorth.com. The majority of this budget will be allocated to Search Engine Optimization, both up front or long-term updates, as well as SEO content development and monthly SEO management to ensure momentum is maintained.

### **Creative Production – Consumer: \$105,358**

Costs associated with strategy, planning and development of a variety of creative projects for FY 20/21. Creative projects include a mix of media asset execution to fulfill needs of advertising/media plan as well as development of other content campaigns aligning with destination pillars. Each project will be billed in full upon completion and any hard costs of \$1,000 or more require client approval prior to work beginning. A 50% deposit will be billed for projects involving \$2,500 in hard costs or more (i.e. photo/video shoots) with the remaining costs billing upon completion.

### **Consumer Paid Media: \$755,501**

Richter7 will plan and coordinate the NLTMC paid media budget, focused on a mix of tactics. The plan will be executed seasonally and focus on both fly and drive markets, depending on the time of year.

### **Creative Production – MCC: \$14,774**

Costs associated with strategy, planning and development of creative projects supporting the MCC/Leisure Sales paid media plan.

### **MCC Paid Media: \$50,200**

Richter7 will plan and coordinate the MCC media budget, focusing on a mix of tactics.

### **Media Commission: 13% total – 12% Richter7, 1% Augustine**

Augustine will invoice for 1% media commission of all paid media billed by Richter7. Richter7 will invoice for all paid media directly and will include 12% media commission on all gross spends.

*Please note: Projects outside of the outlined scope will be estimated and billed separately up on client approval of costs.*