



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, Feb 10, 2021 3 – 5pm

Topic: Marketing Cooperative Committee Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/81151712905?pwd=TWVCY3hDN0Q5VzBwTVUyaUhLckNrZz09>

Meeting ID: 811 5171 2905

Passcode: 588069

Dial by your location

+1 669 900 9128 US (San Jose)

The Feb 10 meeting of the North Lake Tahoe Marketing Coop Committee will be held 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 |
| D. Motion: Approval of Agenda | Chair |
| E. Motion: Approval of Nov 11, 2020 Coop Meeting Minutes | Chair |
| F. Update from Reno Tahoe International Airport | Hasaan |

G. FY 2020/2021 Budget Update	Jeff/Andy
H. Consumer Marketing Timing, Messaging and Market Discussion	Amber/Jeff/Andy
I. Update on Social Media efforts	
J. MCC/International Activities	Sarah
K. Update on PR efforts	Liz
L. New Business	Chair
M. Old Business	Chair
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	IVGID
Crystal Bay Post Office	Incline Justice Court
Incline Village Crystal Bay Visitors Center	Meeting Location
North Lake Tahoe Resort Association	



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Nov 11, 2020

The North Lake Tahoe Marketing Cooperative Committee Meeting was held via Zoom Video Conferencing.

Committee members: Bill Wood, Andy Chapman, Christine Horvath, Ashlee Barton, Stephanie Hoffman, Heather Bacon

Staff members: Amber Burke, Sarah Winters, Greg Long, Bonnie Bavetta, Jeff Hentz, Liz Bowling

Other in attendance: Lindsay Moore, Britney Lima, Steven Smith, Connie Anderson, Cathy Nanadiego, Kressa Olguin

A. The meeting was called to order at 3:05pm

B. No public comments -

C. Roll Call: Bill Wood, Andy Chapman, Christine Horvath, Ashlee Barton, Heather Bacon, Stephanie Hoffman
Absent: Brett Williams

D. **Motion to approve the agenda as presented. HENTZ/WOOD/UNANIMOUS**

E. **Motion to approve the meeting minutes from September 9, 2020. HENTZ/HOFFMAN/UNANIMOUS**

F. Update on Travel Nevada Grant Awards

IVCBVB received three grants from Travel Nevada. Travel Nevada secured \$1.6m in CARES Act funds for economic recovery efforts. The grants received were:

- \$50,000 for a joint effort between the NLTMC and Tahoe South for a consumer paid media campaign in Dallas and Houston.
- \$24,000 for a NLT Meeting and Group Paid media campaign to promote the return of group and conference meeting business to the North Lake Tahoe area.
- \$20,000 for a Winter Responsible Travel Video Series to promote safe and travel to the NLT area.

G. Update on Winter Consumer Media Plan and Creative

Cathy reviewed the winter consuming media plan and creative. Some of the objectives for the upcoming winter includes:

- Promote responsible travel and safety.
- 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 brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning, as an ideal location.
- Leverage travel trends and consumer journey insights.

Paid Tactics include: Search Marketing, Retargeting Display and Video, Native Display, Programmatic Display, YouTube Video, OTT/CTV, Facebook/Instagram Static, Carousel, Instant Experience and Video, Instagram Stories and TikTok, Reddit and Twitter, TripAdvisor & Emails.

Cathy shared examples of Winter Wow – Digital Banners and Social Ads and this will all link to our Winter Wow landing page. The Winter Wow landing page looked at SMARI research to include activities and experiences that are high motivators for large audiences. Researched activities that are preferred during the current pandemic and tie in approachable activities to reach all persona types, highlighting locations across the region.

Cathy shared there is a Winter version coming out soon of the Know Before You Go Guide. This will include winter activities and still push the safety and responsible travel message.

The MCC Readiness Guide is developing a new guide building off components from the consumer Know Before You Go guide. This guide will include responsible travel and tourism tips, team building suggestions, venue information, travel resources.

Comments:

- Christine recommended a “pull back plan” in case we need it. She shared Squaw will not be selling day tickets at least not before January 4, 2021.
- Amber shared that in all our communications we are pushing “call ahead” to the individual partners website to find out information. Jeff stated this will be made a key emphasis in our communications – to plan ahead of time.
- Stephanie Hoffman shared that Granlibakken Resort will also only do online ticket sales and they will be limited.
- Amber shared that we have a contract with KRON4 radio station in the Bay Area and they recently did a entire interview series focused on the Know Before You Go guide and Plan Ahead. This will be running starting next week for one month.
- Christine shared her concerns for customer lodging properties bearing the brunt of the guest disappointment for not being able to buy single day ticket.
- Andy stated there will be an opportunity to talk to about non-skiing activities especially during the holiday period.

H. Update on Winter Communications/PR Efforts

Liz gave a quick update and shared her recent press releases that were sent out within the last 4 weeks:

- What’s New and How to Safely Enjoy North Lake Tahoe This Winter
- North Lake Tahoe Prepares for Winter with Health Safeguards and Safe Ski Operation Plans.
- North Lake Tahoe launches *Takeout* Tahoe to support and promote regional restaurants.

Liz shared recent placements including pending placements. She shared a “Welcome to Winter Toolkit” is something being developed for our partners that they can communicate to their guests. More to come in the next couple of weeks on this.

Liz shared the upcoming PR Summit that will be virtual and will be focused on Crisis Communications. This will be held Friday, December 11.

Comments:

- Andy questioned when she is reaching out and talking to the media what is their sentiment regarding travel related communications? Liz shared she has had several virtual desk-sides and they are curious what it looks like winter and a lot are looking for new and innovative ideas of what is happening with dining and infrastructure.

I. Update on Winter Social/Content Campaigns

Overview: Over the past few months, the content across all of North Lake Tahoe’s social media channels has been predominantly safety related, including fire safety, responsible travel, business closure updates and more. They feel as though North Lake Tahoe’s social media channels can benefit from a tired approach to posting based upon the COVID-19 safety tiers as designated by Placer and Washoe County.

Content Focus: Local Business Highlights, Responsible Tourism Messaging, Scenic Imagery, Individual Resort Education, In-market campaign support (dining and shopping). The frequency is scheduled for 5-6 posts per week.

Connie shared the Winter Responsible Travel Video Series. This video aims to inform the public of what they should expect from the individual resorts when they visit this winter. The video is currently being boosted and promoted across social media to drive markets and local audiences and will continue to do so as we transition from Fall into Winter.

Connie also review the content focus for November and December.

Comments:

- Andy stated that the team is keeping an eye on all modification regarding state and county directives regarding Covid.

J. Review of Group/Meetings Media Campaign

MCC and some of the objectives for the upcoming winter includes:

- Utilize funds provided from the Travel NV grant.
- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination.
- Scale the Get Back to Nature messaging for MCC audiences.
- Showcase all venue types and group-focused activities offered.
- Increase midweek travel and/or extended overnight stays.
- Increase brand

The MCC Readiness Guide is developing a new guide building off components from the consumer Know Before You Go guide. This guide will include responsible travel and tourism tips, team building suggestions, venue information, travel resources.

K. Group/Meetings Booking & Cancellation Review

Sarah reviewed the Conference Sales Update that goes out bi-weekly to all Director of Sales in the region. Groups. This document includes:

- Trade Shows & Events
- New Definite Groups
- New Leads
- New CVENT Inquiries
- Canceled Groups Programs since March 15, 2020
- Postponed/Re-booked Group Programs
- Upcoming Groups

L. Update on International Sales Strategy

Sarah gave an update on International Strategy. The contracts with Black Diamond in UK and MSI in Germany were dropped in July and she is now working on reduced contracts with the Australia and Canada office.

Canada next steps: Hitting pause with majority of sales calls and trainings. Only moving forward with November Truffle Pig Luxury Tour Operator Training.

Australia next steps: Hitting pause on travel trade webinars/trainings/sales calls.

M. Review of Know Before You Go Guides – Winter & Meetings

Amber stated the Winter version is coming out soon of the Know Before You Go Guide. This will be focused on winter activities and the responsible travel safety message. It will include Covid friendly winter activity suggestions.

Sarah shared the meetings version should be finalized by November 20th.

N. Motion: Review and Approve September Coop Financials

- Bonnie stated that she is confident that the TOT funding from both Incline Village and NLTRA is looking solid and that we will have the funding that has been budgeted for.
- Bonnie shared year to date numbers and quite a bit of savings in Q1 and a reduction in accounts payable.
- Bonnie shared expenses and cash flow year to date along with unspent funds.

Review and Approval of September Coop Financials HENTZ/CHAPMAN/UNANIMOUS

O. Update on FY 20/21 Three Month Reforecast

Andy shared staff is working on a three-month reforecast. This is typically not done before 6 months but due to Covid it was necessary to do a reforecast. The Travel NV grant monies has been included in the reforecast.

P. Roundtable discussion on business levels and future activities

- Crystal Bay Casino: Bill Wood – Q3 was better than anticipated but they are seeing a slowdown currently. CBC had 2 live shows before local county directives on Covid shut them down again. No more live shows until maybe end of November.

- Tahoe Biltmore: Heather – Hotel occupancy was busy during fall and last month. Meetings are slow to come back. Slightly disappointing that now they are having to cancel meetings again. As far as skiing goes, they are getting lots of questions.
- Hyatt Regency: Ashlee – The booking window is short. Oct was a good month and better than last year. November close to 40% and fall has been better than expected. Seeing more smaller meetings. They rolled out the Adventure Specialist – two new positions. These are Covid friendly activities led by staff and they have been booking up solid. Leads are coming in from the mid-west.
- Granlibakken Resort: Stephanie – Similar to all the other lodging properties they had a decent fall also with a short booking window. Franciscan had a record October and November. Prepping for a limited number of sledding, ski lift tickets for winter.

Q. New Business

Andy shared that Northern Lights is still scheduled to take place but with limited activities.

R. Old Business

No old business.

S. Adjournment

Meeting adjourned at 4:25pm

Submitted by Anna Atwood