



**NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING**

**Sept 28, 2022 ~ 3:00pm**

**Agenda**

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as authorized by AB 361**

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**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 may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link above.

- |                |  |                |
|----------------|--|----------------|
|                | A. Call to Order   | Chair          |
|                | B. Public Comment (Pursuant to NRS 241.020)                                  | Chair          |
|                | C. Roll Call   | Chair          |
|                | D. Introduction of New Staff Members   | Chair          |
|                | <b>E. Motion: Approval of Agenda</b>   | <b>Chair</b>   |
| <b>Page: 1</b> | <b>F. Motion: Approval of Aug 10<sup>th</sup>, 2022 Coop Meeting Minutes</b> | <b>Chair</b>   |
|                | G. Reno Tahoe Airport - Winter Air Service Update                            | Azam/Tucker    |
| <b>Page: 4</b> | H. Winter Media Discussion, Recommendation and Direction                     | Augustine/MAHK |
|                | I. PR & Social Update  | Augustine/MAHK |
|                | <b>J. Motion: Approval of August Financial Statements</b>                    | <b>Cazalot</b> |
|                | K. New Business  | Chair          |
|                | • Tahoe Filmfest Event (December 1-4)  |                |
|                | L. Old Business  | Chair          |
|                | M. Committee Member Request for Future Agenda Item                           | Chair          |
|                | N. Adjournment   | Chair          |

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

Public Posting

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

[www.NLTRA.org](http://www.NLTRA.org)

Nevada Public Meeting Notice Website



## north lake tahoe

An IVCBVB and NLTRA Partnership

### NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Aug 10, 2022

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

**Committee members:** Andy Chapman, Tyler Gaffaney, Paul Raymore, Tony Karwowski, Adam Wilson, Becky Moore, Blane Johnson

**Committee members not present:** Stephanie Hoffman

**Staff members:** Bart Peterson, DeWitt Van Siclen, Anna Atwood

**Other in attendance:** Walt McRoberts, Kressa Olguin, Yulianna Cisneros, Cathy Nanadiego, Lindsay Moore

- A. The meeting was called to order at 3:05pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Anna Atwood, Andy Chapman, Walt McRoberts, Bart Peterson, Paul Raymore, Tony Karwowski, Cathy Nanadiego, Adam Wilson, Becky Moore, DeWitt Van Siclen, Yulianna Cisneros, Tyler Gaffaney, Kressa Olguin, Lindsay Moore, Blane Johnson
- D. New Committee Member Welcome and Introduction  
Chapman introduced Paul Raymore with IVGID and Tyler Gaffaney with Tahoe Biltmore.
- E. **Approval of Agenda**  
**Motion to approve the agenda WILSON/JOHNSON/UNANIMOUS**
- F. **Approval of June 7<sup>th</sup>, 2022 Coop Meeting Minutes**  
**Motion to approve the June 7<sup>th</sup>, 2022 Coop Meeting Minutes JOHNSON/GAFFANEY/UNANIMOUS**
- G. Fall Media Recommendations & Discussion  
Nanadiego gave an overview of Fall Campaign and MCC Campaign. Campaign strategies for the Fall Campaign is still similar to last year with a focus on increase length of stay and mid-week visitation. McRoberts stated strategies going forward will continue to include consideration for the Omnicron/Covid and being flexible along with utilizing data from Fusion7 and Arrivalist to guide decisions. Target markets recommendations specific to fall includes Los Angeles, Phoenix, Seattle and Portland. Chapman did remind the committee members that there is a substantial campaign with the RSCVA, Jet Blue and RASC within the New York market. The media tactics will continue with video, OTA's and email, Weekend Sherpa and Sustainability through social. McRoberts shared the consumer flow-chart, and it starts on September 1, mostly through mid-November. Nanadiego shared all the fall creative and what the displays ads looks like.

Nanadiego also shared the Meetings and Conventions Strategy and Tactics. Objectives are to balance media platform opportunities. Continue year-round presence among audiences and refreshing the amenities campaign creative as needed, utilizing lead-generations through Meetings Today, maintain presence through social media, utilize video in retargeting and LinkedIn efforts and continue with CVENT. McRoberts shared flow-chart and creative examples were also shown.

Comments:

- Wilson had a question on the Seattle numbers. Arrivalist numbers were up but some of the other numbers stayed flat or declined. Nanadiego and McRoberts explained that last fall advertising efforts started late due to the Caldor fire and as an organization there were messaging out there recommending or discouraging travel to the region.

- Raymore had some questions on the percentages on the market segments. McRoberts shared most is captured through GPS data.
- Karwowski asked if they could break up the spend by percentage per month. McRoberts stated that 45% spend is in September, 35-40% in October and about 15% in November. (This is a little ebb and flow but close.)
- Chapman showed Destimetrics number and shared some of the softer numbers and the time frame. He recommended to start earlier and asked for thoughts on this and questioned the lodging properties numbers. Moore reported August has been slow as well as fall, but winter is picking up. Olguin shared August is down too at Hyatt too. Wilson shared that in general we should always start earlier as we look at the calendar to "plant the seed".
- Wilson questioned the media flow-chart on the mcc and asked if there has been a decision yet on what tradeshows we are doing geo-fencing? Wilson shared it great to do it while at a conference. Peterson will touch on the tradeshow he will be attending at the next agenda item.

**Motion to recommend the Fall Consumer Media Plan as presented by Augustine MOORE/KARWOWSKI/UNANIMOUS**

H. Review of Group & Leisure Sales Trade Show Schedule

Peterson reviewed some conference sales highlights from last fiscal year with the committee members. He presented the conference sales market territory map and sales highlights. 29 programs turned definite last year, \$1,553,704 in room revenue and 6,841 requested rooms. 123 programs turned tentative and 47 inquiries. Top source states: AZ, CA, TX and IL with the majority being corporate (finance/insurance and computers/technology) and national associations. Peterson shared the organization attended 4 tradeshows last year and hosted 8 site visits. He also sent out a bi-monthly newsletter went out to 8,783 planners and highlighted some of the themes they were speaking to.

On the Leisure Sales side, he attended 3 trade shows and one international sales mission to Mexico City with Visit California, domestic trade shows included: SoCal Receptive Tour Operator Sales Calls, Go West, IPW Vegas in September and Orlando in June, MTS, Visit California Outlook Forum and the California Cup.

Peterson presented a tentative conference/leisure sales schedule for 2022/23, along with conference partnerships and highlighted the international contracts he is currently working with. He is planning on hosting a Director of Sales meeting the next weeks and will share all these partner opportunities at the meeting and will be looking for feedback. He will also review the incentive programs for the conference sales program.

Peterson called out the shows that has geo-fencing opportunities and also like the idea of doing it at an event that he can't attend. Wilson thanked Peterson for all of his efforts to move things forward this last year and a half with staffing changes and maternity leave.

I. May & June Coop Financials Update

Van Siclen gave an update on May and June Cooperative financials. Cash balance at month end as of June 30, 2022 was \$434,000 and was \$217,000 higher than prior year primarily due to an increase in net income of \$496,000 offset by a decrease in unrestricted net assets of \$294,000. Accounts Receivable balance was \$4,000 and prepaid expenses of \$21,000 was \$19,000 lower than prior year. Accounts payable of \$64,000 were the same as prior year. Van Siclen shared the financials are still incomplete and a review with the auditors are scheduled for the fall, but this is pretty close. Chapman did share discussions on what's an appropriate amount to keep in reserve for the coop will be had soon. Wilson stated on funds being returned it should be emphasized that it is going back to TOT – Housing/Transportation fund and not CAP pool. Van Siclen recommended this be confirmed from the county. More discussion on this will be had by department heads after audit is complete.

Organizational Updates

Chapman shared they have launched their new brand as of Monday and they are he is happy and very pleased with the outcome. The name has changed (in a dba) to Travel North Tahoe Nevada. No changes in staffing on the Incline side. Karwowski shared a staffing update from the NLTRA. Three positions were recently filled, and a press release will be going out soon. There is still one more director position to be filled, Director of Destination Management. NLTRA is also going to a renaming process, and he will keep the committee updated at the next meeting.

New Business

Chapman shared there is a Marketing Cooperative meeting scheduled for September 14, 2022 will most likely need to be rescheduled. He is not available at those dates as he will be attending DMA West in Ventura.

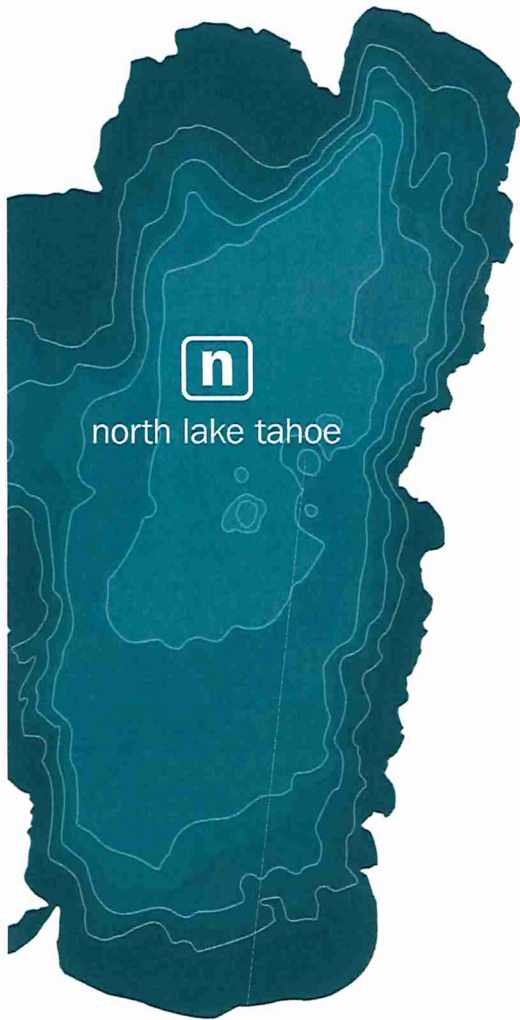
- K Old Business  
Wilson gave recognition to Amber Burke for all her efforts as she starts on her new chapter.
- L. Adjournment  
Meeting adjourned at 4:22pm.

Meetings Minutes submitted by Anna Atwood

# 2022-23 WINTER CONSUMER MEDIA



north lake tahoe



## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy

An aerial photograph of a clear, turquoise lake. In the upper left, a person is paddling a canoe. In the lower left, a white cabin is situated on a rocky shore. The right side of the image shows the dense green foliage of trees. A semi-transparent white box is overlaid in the center, containing the agenda text.

# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TARGET MARKETS**

**TACTICS**

**CREATIVE EXAMPLES**



## MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
  - Fly market / 3-year visitor
  - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



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## WINTER TARGET MARKETS

- Los Angeles
- National Fly Markets / 3 Years Visitor (High Value)



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# TACTICS

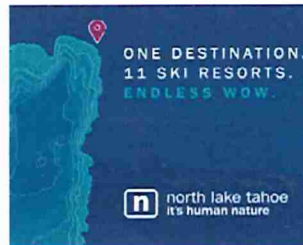
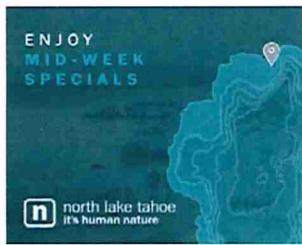
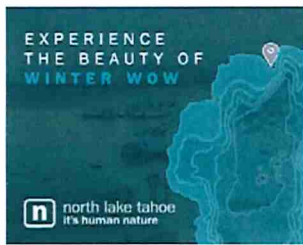
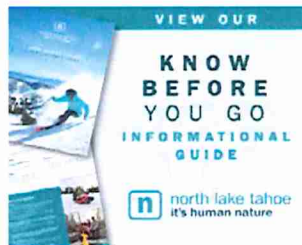
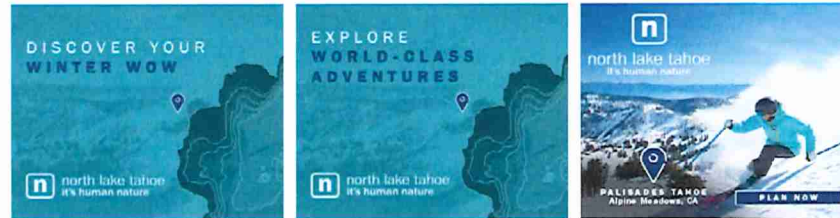
- Programmatic Display
  - Prospecting and Retargeting
  - High Value / National Audiences
- Native Direct
- Search Marketing
  - National
  - Google Max
- Facebook/Instagram
  - Prospecting and retargeting
  - High Value / National Audiences
  - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



# CONSUMER MEDIA FLOWCHART

- 10% of total fiscal budget
- Focus on targeted digital media

NLT 2022-23 MEDIA PLAN	2Q 2022						3Q 2023						Gross Total			
	November		December				January			February						
	14	21	28	5	12	19	26	2	9	16	23	30		6	13	20
CAMPAIGN: CONSUMER	Winter															
	10%															
	\$75,802															
<b>DIGITAL</b>																
Programmatic Display PT																
Programmatic Display RT																
Native (direct)																
Paid Search - National																
Google Max (Search, YouTube, Display, Gmail Ads)																
<b>Digital Total</b>																\$50,353
<b>SOCIAL</b>																
FB/IG PT																
FB/IG RT																
<b>Social Total</b>																\$5,746
<b>OTA's</b>																
TripAdvisor (Desktop/Mobile/Audience/etc)																
<b>OTA's Total</b>																\$7,036
<b>MISC</b>																
Email																
Programmatic Display (High Value / National)																
FB/IG (High Value / National)																
<b>MISC Total</b>																\$10,287
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>																
FB/IG (In-Market Travelers 75%; Locals 25%)																
<b>SUSTAINABILITY/PLEDGE/TART/etc Totals</b>																\$1,510
Adserving																
<b>Gross Total Media Investment</b>							\$5,123	\$17,076	\$29,554	\$24,049						\$75,802



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Plan your trip now.

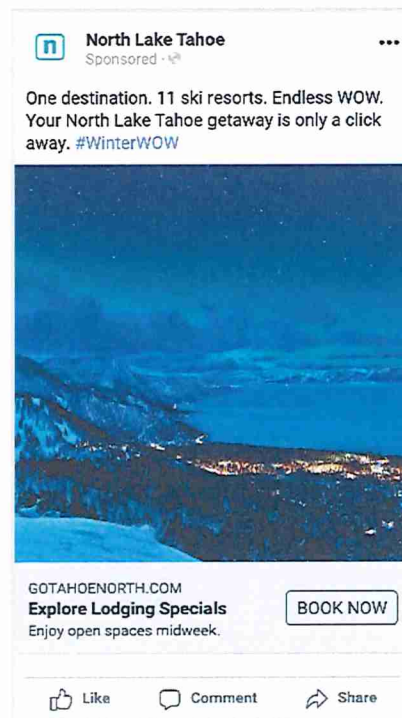
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RETARGETING



RETARGETING/LOGGING

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**Plan Your Family Getaway**  
Explore Specials

**Discover New Adventures**  
Travel Responsibly


**Reconnect in Nature**  
Enjoy Lakeside

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Explore Specials

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**Reconnect in Nature**  
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**Marvel at the Beauty**  
Travel Responsibly



**Plan Your Adventure**  
Escape Midweek

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**Plan Your Adventure**  
Escape Midweek



**Explore Unique Towns**  
Plan Your Getaway

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**Explore Unique Towns**  
Plan Your Getaway

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# CREATIVE – SUSTAINABILITY



TART WINTER 21 SOCIAL MEDIA ADS

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SINGLE IMAGE 1  
TART



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