



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES
Fairway Community Center (300 Fairway Drive, Tahoe City, CA 96145)

Friday, April 21, 2017 – 8:30 am

COMMITTEE MEMBER IN ATTENDANCE: Brett Williams, Eric Brandt, Dede Cordell, Carlynn Fajkos, Todd Jackson, Gregg Gibboney (called-in), Judith Kline (arrived at 8:40am) Erin Casey

RESORT ASSOCIATION STAFF: JT Thompson, Amber Burke, Jason Neary, Sandy Evans Hall, Dawn Baffone

OTHERS IN ATTENDANCE: Andy Chapman, Bryan Rickards, Kelly Benson, Connie Lui

A. Call to order at 8:33, Quorum established.

B. Public forum. No public comments

C. Agenda amendments and approval

Motion to approve agenda/amendments with Revisions to A-2, Item G as specified.
M/S/C (Jackson/Brandt 6-0-0)

D. Approve minutes

Motion to Approve Marketing minutes from March 28, 2017
M/S/C (Cordell/Jackson 6-0-0)

*Erin Casey arrived at 8:36

E. Discussion of Fiscal year 2017-18 Placer County Contract attachment A-2 Budget

- Reviewed the fiscal year questions.
- Sierra Ski Marketing Council dues went up \$10,000
- Going to Board on May 3rd
- JT explained the increase in PR and social media marketing amount

Motion to approve 2017/18 Lake Tahoe Tourism Marketing budget, attachment A-2.
M/S/C (Jackson/Fajkos 5-0-2 Casey, Brandt abstained.)

F. Placer County 17/18 Marketing Scope of Work

*Gregg left the meeting at 8:46 am

- JT reviewed the Attachment A, page 10 (Page 2 of the budget) North Lake Tahoe Resort Assn. Scope of work for year 17/18
- Comment from Brett regarding Item A, Public and Media relations, red line correction, the addition of "active and family". It should say a "premier year round travel destination", and keep it vague, should be determined by the season, strike zone, the needs at the time. JT will add a bullet point about being nimble digitally. Goal is to attract many different types of visitors/ journalists and do more specific targeting later on.

- Performance indicators on Page 11 (Page 3 of the budget). Dede asked about how the numbers/percentages were determined. JT explained each item
- Brett asked about the origin of the scope of work, and why it was necessary and if it was County driven. JT explained.
- Brett commented about timeline of Placer County producing their portion of the objectives outlined.
- Sandy commented that this document is our side of the scope of the work, and the county will provide their input when the contract is produced. Erin confirmed that statement.
- Website: JT reported that the website is doing very well according to the analytics.
- Brett asked if anyone had any questions on the scope of work, whether to review it in its entirety. Jim commented that he would like to go over all the red lined items.
- JT reviewed all the red lines and explained the reasoning for each change.
- Eric suggested keeping the bounce rate. Discussion among the committee about bounce rate and consensus is to delete that unnecessary statistic.
- Correct spelling of awareness. JT will correct.
- Change sales person from full time to part time, or just change it to "sales person". JT will correct.
- Dede commented that the performance indicators should be consistent with the past/present tense language. JT will correct this.
- Andy Chapman commented that the task under Group and Conference sales at the bottom of page 13, the GSA's needs to be omitted. On page 12 (page 4 of the attachment) should say. "Promote North Lake Tahoe at industry trade shows
- On Page 13, Under Leisure Sales, last bullet. "In conjunction with the Resort Association. Should say "In conjunction with North Lake Tahoe's public relation team..."
- Brett commented about the Increase mid-week occupancy by 7%, make sure that the shoulder season is a part of that as well. JT asked Committee if it should be stricken, since it is redundant. Consensus is to strike Bullet Point 6 under Performance Indicators.
- Item 4 Special Events and Communications, page 6 of budget.
 - Correct the language to read North Lake Tahoe instead of Resort Assn.
 - Change the bullet point to add existing and new events, held in North Lake Tahoe or add "add new events"
 - In first sentence say "This program will.." instead of "These programs are intended"
 - Change First bullet on page 7 of budget to say 2017 instead of 2018.
- JT commented that pop up banners have been added with the North Lake Tahoe branded. There will be a booth at most of the venues that we sponsor and at sponsor partnership locations/events.
- On page 9, 4th bullet, should read "Visitor Center" participation
- Todd commented about the logo could be positioned differently, for space, and if the old logo can be used. Discussion about the correct logo to be used, and if a smaller one is accessible, the " n/north lake Tahoe" with larger font is the current logo. This is the human nature campaign logo that should be used at this time.

**Motion to approve FY 17/18 Placer County Contract Marketing Scope of Work with revisions
M/S/C (Cordell/Brandt 7-0-1 Casey abstained)**

G. Discussion of marketing subcommittee findings and draft findings and recommendations to the Board of Directors

- Organization Structure Task Force Marketing Subcommittee Draft Report was distributed. JT reviewed.
- Correct spelling of immersion, 4th bullet point under Subcommittee notes, page 6.e
- Brett suggested incorporating cultural events, like Chinese New Year, etc., creative ways to include other cultural awareness in our strategy.
- Kid friendly activity comment should include "mid-week." Bullet point 4 under Subcommittee Notes. Brett pointed out that a better communication of the kid friendly opportunities on our website. There is information in the visitor center, but not on the website.
- Also, a list of things for kids to do on days with weather challenges.

- Eric commented about bullet point number 3, subcommittee notes, should say “luxury” resort experience. JT asked if that should be deleted or should we keep it? Consensus is to delete it. JT will delete it.
- Add “For conference sales.” On bullet point 5 on page 7 under Competitive needs with additional funding.
-TID Tourism Improvement District
- Erin suggested to add on above the TBID “potential funding sources” and outline it, a few sentences.
- The vote is 2/3, although those details may not be in the document, just a general explanation.
- JT asked the committee to provide feedback in 2-3 days after reading through the document, by Wednesday.
- Brett provided feedback on the Attachment A, back page of the document. Expressed concern about the need for more Marketing dollars, and the urgency for action.
- Sandy commented that the point of this document and this process is the first step, and the next step is it to be taken in front of the Board.
- Eric suggested for Brett to provide something stressing the need for more Marketing dollars in to include on the final page of the document. Brett will write something up.
- Eric pointed out that we should be thinking in a 5-10-15 year range, since it compounds over time.
- JT pointed out that Attachment A which is included is incomplete and when it is included in the Board packet all the figures will be inserted. He can email it out to anyone who needs it.

Motion to approve Item G Marketing Subcommittee findings and draft findings and recommend to the Board of Directors M/S/C (Jackson/Brandt 7-0-0)

H. Discussion and approval of redistribution of additional funding for Events Department Budget

- JT reported that \$25,000 invested in Tough Mudder will be reimbursed.
- Question about Tough Mudder date next year. Right now there is no date set. Usually it is June and most likely will stay that way.
- JT pointed out that Human Powered Sports is not getting as much attention as other marketed campaigns. He stressed that we are not only marketing ourselves as not only year-round but we are a mecca of running, swimming, biking, trails, climbing, etc. and we are the only area that offers so much.
- Amber reviewed Attachment A-3 Page 30 of the packet.
- Brett asked for thoughts about the print strategy being long term. Amber said that is a part of the plan for the future.
- Brett asked about High Notes, and likes to see it integrated as a campaign. Although he feels there is no cohesive message. Amber is visiting 5 partners and getting buy-in and integration into their own campaigns. There is a graphic with weekly locations, the website is being updated with visual information, all 5 of the partners will have boiler plate and logo addition will be included on their collateral and ours, the posted will be a schedule graphic with free weekly concert venues listed and website information, and incorporates other music venues that have paid music events.
- Andy commented about the history of High Notes
- Eric commented about the future of High Notes, and thinks the name is confusing, and the Marketing may be already saturated, because the music events are already well attended. A lodging component, a track-ability component to look at the ROI and where we are spending the money. He would rather see “North Lake Tahoe Music” as a brand as opposed to “High Notes”.
Eric urged to be careful about another branding. He also pointed out that it is not a really a series, which implies it is always at the same location. Tie it to drive room nights so it can be tracked.
- Andy suggested to getting back to “North Tahoe Summer Long Music”.
- Brett suggested reallocating this money to another project. He expressed concern about the ROI.

- Amber commented that the branding doesn't happen every time at every venue. But there is buy-in on the campaign idea.
- JT described how the music amenities are important in different ways to every venue.
- Erin pointed out that Truckee will never incorporate High Notes into their music program.
- Long discussion about High Notes. JT explained that this money that is listed on the proposed areas of focus, the \$35,800 is going out of market, to the demographic we want to come to North Lake Tahoe to drive/ increase room nights mid-week.
- Brett summarized that the 35,800 should be a North Lake Tahoe music page/campaign but eliminate the High Notes branding.
- Judith expressed concern about radio timeline and the date for summer music campaign.
- Amber commented that it would be fairly easy to change the High Notes branding,
- Connie reviewed the Human Nature ad, and the High Notes will be eliminated, and the page will be directed to the North Lake Tahoe music page. The monies allocated to the High Notes Campaign will be allocated to a North Lake Tahoe Music Campaign.
- Todd introduced Bryan Rickards who works with Big Blue Adventures.
- Bryan described the Squaw Valley Half Marathon June 11th, Burton Creek Trail Run (Father's Day June 17th), XTERRA Tahoe City June 24th.
- Eric commented that the water level may invite more marketing towards paddle boarding. JT said that water/lake level is a huge part of the messaging this year.

MOTION to approve M/S/C (Fajkos/Cordell 6-0-1 Jackson abstained) with the following:

- **The language should be changed on the information that goes to the board.**
- **The \$10,000 Homewood contract will be brought back to the committee**

I. Discussion and approval of BACC Budget and scope of Work for High Notes and Peak Your Adventure programs

- Connie and Kelly reviewed the Peak Your Adventure/ Touch Lake Tahoe campaign
- She explained the coupon numbers, and the future of the map becoming digital and adding digital coupons.
- Discussion about digital coupons and redemption. The customer service training piece will help the buy-in of the campaign.

*Judith Kline left at 11:37am.

*Erin Casey left at 11:38

- Todd commented that the necessity of spending money on rack cards when there is already Tahoe.com or gotahoenorth.com or the Weekly for their calendar info. Kelly said the rack card is beneficial for the out of market and gives you just that info can drive to the website.
- Brett suggested adding a coupon for a restaurant on the rack card for out of market. Amber pointed out that the different campaigns will be integrated together on the rack cards and taken to out of market locations with all the campaign literature.

**MOTION to approve item I. NLT MUSIC and Peak your Adventure budget
Brandt/Jackson (5-0-0)**

J. Update on Public Relations RFP sent put by the Marketing Cooperative in April

- JT commented that today was the deadline to bid on 3 of the RFP's and he will be emailing candidates to answer questions. Proposals due on the 19th. Will need help with Australia and UK, the week of June 5th. Keep a lookout for the doodle for the grading of the proposals.
- Department updates can be reviewed individually.

Adjourned at 11:53