

**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE Minutes**

**Thursday May 10, 2018, 3:00pm**

**Tahoe City Visitor Center**

Committee members in attendance: JT Chevallier, Joy Doyle, Kay Williams

Committee members in attendance via phone: Aaron Rudnick (BOD), Caroline Ross, JJ Jansen

Staff members in attendance: Amber Burke, Liz Bowling

1. Meeting called to order 3:11pm.
2. Public Forum
* JT invited committee members to attend the Tahoe City Food & Wine Classic taking place on 6/16/18. New this year is the Friday night Grab Your Glass event at the Golf Course where you can pick up your glass and wristband for the next day to avoid lines.
1. Agenda Amendments and Approval

**MOTION to approve agenda. M/S/C JT/Joy/6-0-0**

1. Approval of Meeting Minutes
* Thursday March 8, 2018

**MOTION to approve BACC meeting minutes from March 8, 2018. M/S/C JT/Caroline/6-0-0**

1. Introduction of Liz Bowling, Director of Membership and Communications
* Cindy Gustafson introduced Liz Bowling as the new Director of Membership and Communications for the NLTRA. Liz previously worked at The Abbi Agency and most recently with Northstar California. She has an extensive history in PR and communications and the organization is excited to have her join the team.
1. BACC Budget & Calendar Overview
* Amber reviewed the committee timeline and budget. Strategic planning was moved to June, July and August on the timeline. The hope is to begin strategic planning discussion with the start of the new fiscal. NLTRA is planning to add strategic planning to the NLTRA Scope of Work with Placer County.
* Joy and JT mentioned they have goals and SOW items related to the BACC in their contract with Placer County.
* Amber reviewed the budget and reported that the committee is on track. She noted that money allocated in January and February 2018 for social media advertising of the shopping product didn’t run due to lack of creative. The ads began in March and the Jan/Feb funds are being redistributed in the months of March – June to push the currently running canvas ad. She also noted that the Touch Lake Tahoe campaign is complete, and we have a savings of $700 due to only contracting with one influencer, while two were budgeted. Reallocation of those funds can be determined before the end of the fiscal year, June 30th.

**Action/Motion Items**

A. 17.18 Community Marketing Grand Presentation & Possible Approval – West Shore Association, Kay Williams

* Kay reviewed how the West Shore Association utilized the $10,000 grant from the 16.17 fiscal year and the success they saw. They hired Andria Gutierrez to focus on social media, website and an eblast campaign. They also utilized funds to support key events on the West Shore – Opening Day at the Lake, the Lake Tahoe Music Festival and the Tahoe Dance Collective performances at Sugar Pine Point. They saw tremendous growth in Facebook and Instagram fan acquisitions and engagements and a 6,369% increase in WSA newsletter sign ups. They would like to focus the 17.18 funds in a similar manner, once again focusing on a social media campaign, their website, an eblast campaign and supporting signature events.
* There was discussion on the construction in Tahoe City and its effect on the West Shore. Concerns are how to notify visitors regarding delays and to keep the message that the West Shore is open for business. Amber let the committee know that the NLTRA is working on some consumer messaging to try and notify guests before their arrivals that there will be construction and delays. Discussion was also had around getting that information to community partners so they can notify their guests in advance as well.

**MOTION to approve funding the West Shore Association $10,000 through the Community Marketing Grant for their 17.18 proposed plan. M/S/C Joy/JT/6-0-0.**

B. 2018 Peak Your Adventure Marketing Plan Discussion & Possible Approval

* Allegra (The Abbi Agency) reviewed the proposed Peak Your Adventure Scope of Work. The goal is to “peak” in-market visitors’ interest in summertime mountain events and activities and encourage them to take part. Tactics include creating and distributing a toolkit for partners with cohesive information on the PYA program, developing two summer itineraries highlighting PYA locations/events/activities, host 4 local/regional influencers throughout the season, feature PYA via social media, blogs, and paid digital advertising, and a full page ad in the Summer Visitor Guide.
* A discussion was had on what mountain regions need to be included. Staff will confirm that it should include Squaw Valley, Northstar, Homewood, Diamond Peak/IVGID and Donner Summit.
* Staff will work with the mountain resorts on the creative to get buy-in from partners, creating assets all parties can utilize.
	+ Feedback was to distribute itineraries (digital and hard copies) to the Visitor Centers and community/business partners for their use and distribution. Staff will look into the possibility of incorporating itineraries into the Summer Visitor Guide as an insert.

**MOTION to approve the 2018 Peak Your Adventure scope of work presented by The Abbi Agency. M/S/C Caroline/Liz/6-0-0.**

C. Tahoe.com Music Digital Buy Presentation – Jody Poe

* Jody called in and presented a proposed digital media buy on Tahoe.com to highlight North Lake Tahoe music during the 2018 summer season. She reviewed results from the 2017 buy which were positive. Music events were highlighted in the calendar sections, there were banner ads and an audience extension campaign where Tahoe.com served ads to visitors relevant to where they physically were in the region. Tahoe.com sent 398 people to GoTahoeNorth.com, and the overall campaign, including all components received 756,180 impressions and 5,381 clicks.
* Tahoe.com’s traffic is up 35% from last summer.
* The proposed 2018 plan is similar to the 2017 plan with the inclusion of music events being featured in nine lodging partner emails being sent directly to visitors. The emails are sent seven days ahead of arrival and then one time per day during their trip in market. The lodging emails see a 70% open rate (the industry standard is 20%).
* Liz asked that we make sure any ad creative on Tahoe.com align with any additional digital creative being used to promote music.
* Amber informed the committee that the coop would pay $3,700 of the buy since the audience is split between in-market and out-of-market visitors.

 D. 2018 Music Campaign Marketing Plan Discussion & Possible Approval

* Amber notified the committee that the decision has been made to eliminate the use of “High Notes” in music campaign verbiage and the High Notes logo. The focus/intent of the campaign remains the same, but the branding will align with the current consumer creative highlighting music as a part of the Human Nature creative. The committee was in agreeance that the High Notes messaging/logo were confusing and like the new direction forward.
* Amber asked committee members to use the NLTRA “n logo” on all banners, collateral, etc. when referring to sponsors.
* Allegra (The Abbi Agency) reviewed the proposed Music Campaign Scope of Work. The goal is to inform in-market visitors about the wide variety of summer music in North Lake Tahoe, both free weekly shows and larger-scale music festivals. Tactics include usage of video content through Facebook Lives and “mini moments” videos, creating a toolkit with information on music in the region, feature Music via social media and paid digital advertising, and create a music rack card.
* Joy was concerned with promoting other music through her (NTBA) channels. Their resources are limited, and they need to focus on their events and messaging. However, she did say they could utilize hashtags provided by the campaign and include NLTRA where possible. The committee was understanding of that but still wants to create a toolkit with the hopes that other partners, without competing events, would push information on all the music happenings (lodging, restaurants, shopping, etc. businesses). Those in attendance agreed they would have no issues distributing rack cards at their events.
* The committee discussed the possibility of including radio advertising. After surveying the committee members representing music events, all were already doing radio buys. The committee decided that form of advertising was better suited for the venues who can mention a specific event/call to action vs. the NLTRA campaign.
* Amber also let the committee know the reason TAA SOW was only to $14,000 was to allow for the Tahoe.com buy and a full-page ad in the Summer Visitor Guide if they choose. Augustine would produce the creative for the Visitor Guide – it would be something already created for other music ads.

**MOTION to approve the 2018 Music Campaign Scope of Work presented by The Abbi Agency along with the Tahoe.com buy and the full-page ad in the Summer Visitor Guide with the caveat that verbiage would be changed in the SOW (bullet points on page 33 under “Cohesive Messaging and Tool Kits”) as to not require event producers to specifically advertise other music events. M/S/C JT/Joy/6-0-0.**

**Discussion & Strategy**

1. Partnership Funding Update
* Partnership Funding Application Presentations and Allocations have been approved and will be meeting with remainder of recipients and in the packet is a list of the distributions. Feedback from committees was provided on all of the campaigns.
* Will be working with the LT Music Festival to assist with digital and social media advertising. This is a test run for assisting with Advertising with future funding partnerships.
* Sierra State Park new event is on a Friday in July, one of two events they are having. Lodging will be associated with it and the fact that timing is not great was discussed with SSP.

 8. Touch Lake Tahoe Recap

* Allegra reported and provided a 17/18 recap. Met and exceeded all stated objectives.
* Online Presence-Great Engagement, maps working
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* Photo contest, goal was exceeded, 502 entries
* Social Media posting- Engagement analytic missing on report, will be updated.
* Influencer activation- Sam Graves posted 12 times in real time and 3 times in feed. Great return.
* Insights-new approaches have paid off and will be continued through summer.
* Website content-Campaign naming will be more straight-forward in the future.
* Albums were the most engaged with.
* Submitting imaging via comments is being looked at.
* Influencer marketing was most valuable ROI is with engagements.
* Goals are being established and percentages can be added. It is usually a 15-25% increase in similar campaigns.

 9. Shopping is being weaved into ads, and now switching over to be more summer focused. Canvas ad went live.

* Adjourned at 4:59 p.m.