



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES February 28, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, David Ratchford, Brett Williams, Marguerite Sprague, Becky Moore, Kevin Hickey, Julie Maurer and Deb Darby

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Jeremy Jacobson, Judy Laverty, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Kerstin Plemel, Pettit Gilwee, Mike Williams and Wendy Hummer

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 1:05 pm by sit-in Chair Eric Brandt and quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Williams/Ratchford) (7/0) approved the agenda.

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JANUARY 24, 2012

- 4.1 M/S/C (Williams/Hickey) (7/0) approved the Marketing Committee meeting minutes from January 24, 2012.

5.0 RECOMMENDATION AND POSSIBLE ACTION ON LAKE TAHOE TELEVISION OPPORTUNITY – STAFF/AGENCY

- 5.1 Wendy Hummer with EXL Media presented her recommendation to the Marketing Committee. She stated she does not recommend the NLT Chamber/CVB/Resort Association participate in this program. She stated the program cost exceeds available funds in this year's fiscal budget. Other evaluations she shared with the committee members were:

- Programs like "Getting Away Together" are more like paid programming on PBS, sold by the production company not PBS. The program times and dates will not be widely promoted by the network.
- NLT Chamber/CVB/Resort Association will not have any control of program content and when or where the schedule runs in each market.
- Out of 50 PBS stations committing to "Getting Away Together", there is one station in San Francisco and one station in Sacramento. That means 96% of the stations are outside of our primary Northern California markets.

- 5.2 "Getting Away Together" was also presented to the Marketing Committee in South Lake Tahoe. Carol Chaplin with Lake Tahoe Visitors Authority shared similar concerns with Andy Chapman regarding this television opportunity. Both LTVA and NLT Chamber/CVB/Resort Association agree that working together is the best approach and will revisit this opportunity at a future time.
- 5.3 A Committee member commented that she had watched this show and said it is well put together and really showcases family and girl-friends getaways. She recommended that we keep an eye on this opportunity.

6.0 PRESENTATION ON SAN FRANCISCO/LOS ANGELES FOCUS GROUP RESEARCH

- 6.1 Research was recently done to: 1) ascertain the effectiveness of the advertising efforts of the NLT Chamber/CVB/Resort Association to promote and incite visitation; 2) evaluate and understand visitors' planning and visitation activities; and 3) determine the perception of North Lake Tahoe. The primary goal of this research was to explore the visitors' experience with regard to planning their visit as well their overall stay at North Lake Tahoe. Andy Chapman shared the primary research objectives were to understand motivations and preferences for planning their trips to North Lake Tahoe, evaluate activities and transportation when staying in the North Lake Tahoe region, determine their perceptions of the destination in relation to the brand, and evaluate if/how current campaign and new campaign concepts resonate with visitors. Strata Research conducted four 90 minute focus groups among frequent North Lake Tahoe visitors in two cities: San Francisco and Los Angeles. Some of the findings of the research were:

Frequent visitors to North Lake Tahoe were most drawn to the peaceful and scenic surroundings of the area that continually give them reprise from their hectic lives.

- The generally good snow conditions, the variety of activities, and the slow-paced atmosphere were all key factors for repeat visitation.
- San Francisco residents were especially thrilled to have this serene retreat relatively close by and could visit with minimal planning and preparation.
- Los Angelenos were just as excited to leave their busy schedules and be surrounded by the beauty and serenity of North Lake Tahoe, and were not bothered by but rather enjoyed the eight hour drive.

Arrangements for their stay in North Lake Tahoe were typically made through online websites for hotels and vacation rentals. VRBO and discount travel web sites were popular sources for researching and booking accommodations. During their stay, visitors liked to travel around and experience a variety of activities and restaurants. In comparison to other destinations, visitors to North Lake Tahoe perceive it to offer world-class skiing, snowboarding, and other outdoor activities but still remain low-key and sophisticated. North Lake Tahoe is considered unique in that the area is mostly local residents and the commercialization and tourist feel that other travel locations offer is non-existent. Most visitors would like North Lake Tahoe to remain the way it is, with only a few suggestions to offer more night life and additional outdoor activities such as zip-lining.

- 6.2 A committee member asked if local restaurants may use the positive feedback of this study for social networking purposes. Andy will check with the research company and get back to the committee.
- 6.3 The complete report of this research study is located on our web site: <http://nltra.org/marketing/?cat=3>

Action to staff: Check with Strata Research to ok use of positive comments for social networking purposes and for Pettit.

7.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL A THREE YEAR EXTENSION OF THE NORTH LAKE TAH0E MARKETING COOPERATIVE PARTICIPATION AGREEMENT WITH INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

- 7.1 Andy reviewed some background information on the North Lake Tahoe Marketing Cooperative agreement with the new Marketing Committee members. The NLT Chamber/CVB/Resort Association and the Incline Village Crystal Bay Visitors Bureau have been involved in a regional marketing cooperative since 2006. The original agreement was for a three year period through June 30, 2009. This agreement was followed by a second three year agreement between the two agencies for the period July 1, 2009 through June 30, 2012. Andy shared some of the intent of the cooperative agreement with the new committee members. He also reviewed the draft timeline which has been accelerated by a month due to the Agency RFP process we are getting ready to release mid March. Andy also reviewed the total TOT (Transient Occupancy Tax) collection spreadsheet and explained the agreement states the NLT Chamber/CVB/Resort Association has to contribute a minimum of 45% of the marketing TOT towards the marketing cooperative. He also shared the Conference Equity issue has been resolved with Placer County.
- 7.2 Eric Brandt questioned the committee members that were on board 6 years ago (Deb Darby, Julie Maurer and Becky Moore) if there had been any issues that came up over the last 6 years. One committee member commented she feels because of the contract and the representation on the board this agreement has held true to its intent.
- 7.3 **M/S/C (Maurer/Darby) (8/0) to recommend for Board approval a 3 year extension of the North Lake Tahoe Marketing Cooperative Participation Agreement between NLT Chamber/CVB/Resort Association and the Incline Village Crystal Bay Visitor Bureau.**

8.0 REVIEW AND DISCUSSION ON PRELIMINARY SUMMER MEDIA PLAN – EXL MEDIA

- 8.1 Wendy with EXL media shared the preliminary summer 2012 media plan outline with the Marketing Committee. For this fiscal year they are proposing doing 50/50% drive/destination. The total media budget does not include creative, direct response, social networking or website. She stated summer strategies would be to focus on destination markets with emphasis on the LA market and to continue to build the advertising plan around the two strike zones that fall within the summer campaign timeline. For media campaigns timeline Wendy proposed:
- Media to run mid April – mid June to drive bookings in June
 - Media to run in August to drive bookings in late August – October
- Wendy stated for summer 2012, California is still our main driver of business and it is still affected by the recession so they are more likely to travel closer to home. She recommended the following North Lake Tahoe attractions when selecting media and developing creative: Biking (new trail system), Water Sports, Golf, Hiking, Natural Beauty, Nostalgia, Relaxation and Events. She shared that the focus on the Destination market should be April – June and the Drive market should be July – September. For some of the creative she recommended:
- Utilize beauty shots for general travel media to convey beauty, relaxation, nostalgic feeling.
 - Use headlines and move the N icon to lower right of ad.
 - For Northern and Southern California markets, stress easy and beautiful drive, lots of things to do, clean air, relaxing getaway, family time, variety of quality lodging options, excellent value, quaint and cozy yet good night life and dining.
 - For radio, utilize live reads to announce events and other timely information, while ensuring talent and scripts that supports the North Lake Tahoe brand.
- 8.2 Deb Darby commented on the target market age group 25-54. She shared a lot of “older” people between the age of 50-70 years are traveling a lot and it would be great to target this age group especially for summer travel. Wendy shared she doesn’t really target age groups but more lifestyle and activities. Brett Williams

shared his concern with the strategy for mid August through September. He said the age group Deb Darby touched on has the flexibility to travel during that time frame but our target market audience, 25–54 age group has kids that are in school during that time. Brett recommended building a strategy around who can travel in mid August through September. Wendy shared they have already looked at that, and 50% of the targeted age group didn't have kids and also the 60 plus age group lost a lot in the recession and are saving money, whereas the 20–30 age group doesn't really care. David Ratchford shared his concerns for print advertising. He feels print is "dead" and there is a very small market for it. He recommended putting more in outdoor and events. He thinks we have an amazing product and we need to push the content online. By pushing content online, we are telling our story of all the different things North Lake Tahoe has to offer and it is what people want. Wendy proposed less money for brand awareness as she was going over media plan highlights. She stated that for Outdoor one of the great benefits of using LED's is that we can change out the message often, but the downside of doing LED's is that you may only see it 1 out of 3 times. The Committee agreed to revisit the content strategy and look at how we can better utilize this. They also agreed on the following parts of the media plan: Outdoor and Video in the Bay, Print and Internet in LA.

9.0 DEPARTMENTAL REPORTS – The following reports were posted on www.nltra.org

9.1 Advertising and Web – Kerstin and Mike shared their report located in the Departmental Reports section of the Marketing packet.

9.2 Conference Sales - Jason introduced himself to the new committee members. He stated that since we have hired Greg Howey as the National Sales Manager the VCB's lead generations have gone up. Jason also shared with the committee the new software program called Insight. This software gives access to over 3000 meetings in their database which will help generate new leads.

9.3 Leisure Sales – Jeremy reviewed travel trade activity. Jeremy has been busy planning and organizing Mountain Travel Symposium with all the partners. He reviewed the FAMs he hosted. A detailed report is located in the Departmental Reports section of the Marketing packet.

9.4 Special Projects – Judy shared she has been meeting with restaurants to participate in Mountain Travel Symposium and she has been busy planning the hospitality event. Judy's detailed report is located in the Departmental Reports section of the Marketing packet.

9.5 Web – The web report is located in the Departmental Reports section of the Marketing packet.

9.6 Public Relations – The PR report is located in the Departmental Reports section of the Marketing packet.

10.0 COMMITTEE COMMENTS

10.1 Deb Darby shared that Snowfest starts on Friday, March 2nd with a lot of fun activities. There will be an opening Snowfest party at Garwoods on Thursday night.

11.0 STANDING REPORTS

11.1 The following reports were posted on www.nltra.org:

- JANUARY MTRiP REPORT
- JANUARY RENO TAHOE AIRPORT REPORT
- JANUARY WEB/GEO TRACKING REPORT
- JANUARY LODGING REFERRAL REPORT

- **CONFERENCE ACTIVITY REPORT**

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4:15pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Resort Association