



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tuesday, January 27, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Gregg Gibboney, Brett Williams, Cadence Matijevich, John Monson, Paul Raymore, Marguerite Sprague

RESORT ASSOCIATION STAFF: JT Thomson, Greg Howey, Jeremy Jacobson, Anna Atwood, Judy Laverty, Sandy Evans Hall

OTHERS IN ATTENDANCE: Shelley Fallon, Ryan Gelow, Stacia Hanley, Joe Newfield, Rachel Newell, Liz Bowling, Kristin Guinn, Glenn Cademartori

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:10 pm and a quorum was not established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

- 3.1 The agenda was accepted through acclamation.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 18, 2014

- 4.1 This will be tabled until next month's meeting.

5.0 UPDATE ON WINTER MEDIA RESULTS – SCHOOL OF THOUGHT

- 5.1 Ryan with School of Thought gave an update on winter media results. The highlights include:

- Each digital vehicle performed above CTR (Click through Rate) benchmarks and the display partners performed above brand safety and view-ability benchmarks. NorCal Display, Facebook and email slightly outperformed their SoCal counterparts in CTR, while in-pic ads and pre-roll went the opposite direction.
- The CTR versus VTR (View through Rate) comparison for each vehicle was the most interesting factor of this campaign, providing some additional insight into the user activity within each site/network. TripAdvisor is the prime example of the higher VTR than CTR, showing that the user appreciating a longer planning cycle.
- There were 7 OOH (Out of Home) billboards displayed by January 15, 2015 with 8 left to go live. Coincidentally, this among our digital emphasis in SoCal has bumped LA to pass Truckee as the #2 most trafficked city to the GoTahoeNorth.com (GTN) website.

Digital Display Banners (Overall Performance:12/1/14 -1/15/15):

- On The Snow was the most successful display partner for driving people to GTN.com with the highest CTR and VTR.
- RocketFuel performed as the work horse and most cost-efficient drove the most amount of clicks to GTN.com
- TripAdvisor proved its value by driving the highest number of view throughs (1,798) as its VTR suggests, consistently beating its CTR.

Digital Display In-Picture Banners (Overall Performance 12/1/14 – 1/15/15):

- The RunWay unit (animated), while limited in inventory, proved to be the more efficient of the two units across California.
- While SoCal saw the slightly higher CTR, NorCal saw the slightly higher VTR.
- This high impact unit resulted in driving performance efficiencies (CTR & CPC) between the levels of the display ads on RocketFuel and the other two endemic sites.

Mobile Display Banners (Overall Performance: 12/1/14 – 1/15/15):

- The mobile campaign is currently beating CTR benchmark overall
- The expandable banner was expected to perform at a higher rate and will be re-evaluated

Email Campaign:

- Weekend Sherpa: 12/4 & 12/11 (2 emails left to report). While showing to be slightly less receptive with our winter campaign than summer. Weekend Sherpa's San Francisco audience is still exceeding the benchmark and LA's audience is both smaller and tougher to sell.

GoTahoeNorth.com (Performance: 12/1/14 – 1/15/15):

- Total Visits: 133,420
- Unique Visitors: 111,231 (81% new)
- Page Views: 358,611
- Avg. Pages/Session: 2.69
- Session Duration: 1:53
- Cool Deals Page Visits: 5,801
- Traffic Sources: 66.3% California with 23.2% from San Francisco and 5.6% from LA.

Comments from Committee Members:

- A Committee Member questioned if TripAdvisors in SoCal was a good fit. Ryan shared TripAdvisors in SoCal performed a little below benchmark. It's a harder market to be in overall when it comes to direct branding but it's still an important site to be on as people use it as a planning tool.
- The logo on the billboards is hard to read, not the size but maybe it should be bolder. Joseph shared it's not the logo that catches people's attention on the billboards. It's the message and the headline but they will review it.
- 80% view on video is great.
- A Committee Member questioned Ryan if he feels he has a direct line of communication with JT and Andy to change things up if they are not performing. Ryan shared he does communicate with JT and Andy but it's also important to give the campaign enough time to run.
- A Committee Member questioned if most of the click throughs are landing on the homepage. Ryan shared most of them land on the Cools Deals page but it depends on the message.

6.0 REVIEW OF GOTAHOENORTH.COM CONSUMER WEBSITE REDESIGN – SCHOOL OF THOUGHT

- 6.1 Joe with School of Thought reported that one of the biggest benefits with the new Wordpress site is that staff can maintain and update the site on their own. The vision for the site is to drive tourism and he included the single statement: "Find Yourself in North Lake Tahoe. Unpretentious. Unplugged and Unforgettable" that will be on the site. The three categories that will be features on top includes: 1) Where to Stay 2) Things To Do 3) Deals. The menu will have many more choices

and the site will also include a newsfeed from Twitter, Instagram and Facebook. Joe also went through the filtering process and the amenity list and if you have more than 5 amenities you can choose which ones to be shown. He shared the overall template for the system is pretty flexible. He touched on the mobile site and the navigation.

Comments by the Committee Members:

- Have descriptive icons that are representative of the different lodging categories be present prior to filtering/search. This would add on another layer prior to filtering but it's very important that we get it right and are having these discussions now.
- Too many layers are not good as we are trying to minimize that.
- Filtering is so common and widespread most people are used to it and its less click throughs.
- Dollar sign was brought up. Some of the properties offer such a large price range and that is the reason the Lodging Committee collectively decided to go away from it. Joe shared another data field can be added. It does raise some questions:
 1. Who updates it and how often?
 2. What are the different price points for the dollar signs?
- Joe reported the site is 2/3 built and we are probably looking at end of March. It was recommended that we don't launch before spring. A strategy for timing has not been discussed yet.
- Since properties and/or event producers can be back-end content editors, it's important to consider training/timing to be built into the strategy.
- Liz with the Abbi Agency brought up some questions:
 1. Where does the blog live?
 2. Where do you sign up for the newsletter?
 3. Where can you access the different press-releases?
 4. How will journalist be able to access the photo library?Judy and Shelley stated a Drop Box has been talked about for press-releases and photos. Joe shared there is a place for all of these things but they will review the photo library.

7.0 PR/MARKETING SUMMIT REVIEW – JT THOMPSON

- 7.1 JT reported that a PR/Marketing Summit was held last week and he is working with the Abbi Agency and Sandy on a plan of action of how we can relay this information to key stakeholders as well as help educate front line staff. He stated it's important that we make sure the right message is being sent out and that it's positive.

Brett commented that this experience is almost better for families. The conditions are great, the roads are open and we need to still push this message out.

John asked that the NLTRA filters what they put out. (Don't blast out that the Tahoe City Golf Course is open)

8.0 RNO AIR SERVICE UPDATE – JT THOMPSON

- 8.1 The Reno Air Service Committee is now a non-profit Corporation. This was done so that contracts could be kept confidential. The contract for Jet Blue will probably be signed next week.

9.0 USA CYCLING UPDATE – JUDY LAVERTY

- 9.1 Judy shared we have a 2 year contract with USA Cycling Amateur & Para-cycling Road National Championships. This year the event dates are June 24-28 and the region is expecting about a 1000 athletes and it's a 5 day event. Staff spent two days with the USAC race director going over different aspects of the race routes, permitting, seeking alternate routes and working on a presentation to the Truckee Town Council. The Town Council voted unanimously to approve a two year sponsorship agreement with us to underwrite the costs of staging the criterium in downtown Truckee. The sponsorship is for \$15,000 per year. We also received approval from the Serene Lakes Homeowners Association to stage the short course in that neighborhood, and received approval from the ownership of the Cisco Grove Campground to utilize a portion of their land and

parking lots to stage the time trials. There will be no venue or use fees from either entity. The traffic control plan has been finalized and permits are being submitted to Caltrans, Placer and Nevada Counties. Judy went through the event schedule with the Committee Members.

10.0 DEPARTMENTAL REPORTS

- 10.1 Advertising** – This report is located in the departmental section of the Marketing packet.
- 10.2 Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.
- 10.3 Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 10.4 Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 10.5 Web** – Shelley report is located in the departmental section of the Marketing packet.
- 10.6 Social** – Liz report is located in the departmental section of the Marketing packet.

11.0 COMMITTEE MEMBER COMMENTS

- 11.1 John asked that Marketing Committee be kept in the loop of the RFP process for the new Visitors Guide.

12.0 STANDING REPORTS

- 12.1 The following reports were posted on www.nltra.org:**

- **DECEMBER MTRiP REPORT**
- **DECEMBER RENO TAHOE AIRPORT REPORT**
- **DECEMBER WEB/GEO TRACKING REPORT**
- **DECEMBER LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**

13.0 ADJOURNMENT

- 13.1 The Marketing Committee meeting adjourned at 4.10 pm.

Submitted By:

Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association