



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Monday, July 24, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams (called-in), Marguerite Sprague, Eric Brandt, DeDe Cordell, Judith Kline, Carlyne Fajkos, Terra Calegari (2:08pm), Erin Casey (2:10pm), Becky Moore (2:11pm)

RESORT ASSOCIATION STAFF: Amber Burke, Jason Neary, Ron Treabess, Sarah Winters

OTHERS IN ATTENDANCE: Shelly Fallon

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Brandt/Cordell) (5/0) to approve the agenda as presented with the change of moving item H before F.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JUNE 27, 2017

M/S/C (Brandt/Fajkos) (3/0/2–Sprague and Cordell abstained) to approve the meeting minutes from June 27, 2017.

5.0 UPDATE ON NLTRA/PLACER COUNTY CONTRACT AND SCOPE OF WORK – BRETT WILLIAMS

- Brett and Andy updated the committee on the additional 6 month scope of work that will be going for approval at the July Placer County Board of Supervisor meeting.
- The 6 month scope of work contract is something that was a result of the recent mediation between the NLTRA and Placer County.
- Andy shared with everyone that he will be overseeing the Marketing department and contracts with the Abbi Agency and Augustine until we have a new Tourism Director.

6.0 REVIEW OF 2017 AUTUMN FOOD AND WINE PROGRAM – AMBER BURKE

Amber gave a broad overview of the 2017 Autumn Food and Wine program taking place at Northstar the weekend of September 8 -10, 2017.

- Friday night there will be a series of events at The Ritz-Carlton including: Farm-to-Tahoe Dinner, Art of Mixology event at The Ritz Carlton, Stargazing with Tahoe Star Tours.
- Saturday is the day of seminars and the gourmet marketplace vendor fair in the village.
- Saturday: Mountain Kids Cook-Off Finals in the Village, Take a Hike! Progressive Picnic on the Northstar mountain, Village Wine & Brew Walk, Blazing Pans Mountain Chef Cook-Off, Tahoe Long Table Harvest Dinner, Charbay Distillery & Winery Annual Release Party
- Sunday is the Grand Tasting & Culinary Competition.

- The Ritz-Carlton is doing a brunch on Sunday morning.

Comments:

- How has attendance been? Amber explained it's been stagnant but they raised the ticket prices last year so the event made more money due to the raised prices. She also shared that the Brew & Wine Walk tickets will be raised this year. She would like to discuss a rebranding of this event with new creative, and find some unique seminars that set us apart from other Food and Wine Events.
- Is there a projected budget/attendance for this event? Amber shared Northstar cannot share the budget for this event but they will share attendance numbers.

7.0 REVIEW AND APPROVAL: AUTUMN FOOD AND WINE/NORTHSTAR CONTRACT – AMBER BURKE

Amber reviewed the contract with the committee members and stated Northstar does all the operational and handles the production of this event while NLTRA does the initial solicitation for the donated alcohol with the wineries. NLTRA also helps with the scheduling of seminars and sponsorship.

Comments:

- What other information does Northstar share with NLTRA beside attendance? Amber explained that Eventbrite share information on where people are coming from.
- Is it tracked where people stay? Amber stated that Eventbrite is not tracking this but it is possible to explore in the future in the form of a post event survey.
- One member questioned "Company will invoice NLTRA an additional amount, as mutually agreed to by the parties, for operational costs related to the Event, and NLTRA will pay the invoice within 30 days". Amber explained that Eventbrite account is tied to NLTRA bank account because the alcohol is donated to us. Northstar will invoice us for the ticket sales after the event.
- It was suggested that the NLTRA has their legal counsel look at this contract too. Andy Chapman did explain they have in prior years.
- What happens if the event is canceled due to weather with ticket sales and sponsorship? Amber explained that on a broader scale regarding all sponsorship if an event is canceled beyond their control, the sponsorship dollars have already been spend on marketing the event so this money is not asked to be returned. As far as ticket sales, it would be Northstar loss as they resume all financial risk. There has been a no-refund verbiage when you buy your tickets online.
- What is the position on the Placer County Health regarding the tented booths? Amber will check in with Northstar but last year Northstar agreed to rent the front panels and in the event they had to be used all the vendors had them and were ready to use them if necessary.
- Amber shared that Northstar probably will be looking for more sponsorship dollars for this event in the future. It was recommended that NLTRA ask for more data from them and work that into the contract.

M/S/C (Brandt/Sprague) (8/0) to approve the Autumn Food and Wine Northstar contract upon legal review.

8.0 REVIEW AND DETAILED FY 2017/18 NLT MARKETING COOP BUDGET – ANDY CHAPMAN

Andy shared that the 2017/18 Marketing Coop Budget has \$2.3 million in coop funding which is the largest funding since it started in 2003. Al will be finishing up the 2016/17 Fiscal year budget beginning to mid-August and at that time the organization will know the carry-over funds. There will be a re-forecast at 6 and 9 months that will be shared with the committee. There were no questions from the committee members on the budget.

9.0 COMMITTEE MEMBER COMMENTS

- DeDe shared that the Placer County Visitors Bureau has selected a new CEO, Rebecca Evans and she will be starting on September 5, 2017.
- Terra requested an update on the Tahoe Lodge project. Ron shared it should be starting spring of 2018.

10.0 ADJOURNMENT

The Marketing Committee adjourned at 3 pm.

Submitted By:

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