



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, March 28, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Judith Kline, Christine Horvath, Todd Jackson, DeDe Cordell, Brett Williams, Erin Casey, Carlynne Fajkos, Eric Brandt, Marguerite Sprague (2.20 pm)

RESORT ASSOCIATION STAFF: Jason Neary, Amber Burke, Sandy Evans Hall, Anna Atwood

OTHERS IN ATTENDANCE: Alexis Kahn, Beverly Lewis, Brendan Madigan, Walt McRoberts (called-in), Lindsay Moore (called-in)

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.05 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Brandt/Jackson) (8/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 24, 2017

4.1 **M/S/C (Jackson/Kline) (6/0/2 – Brandt and Horvath abstained) to approve the meeting minutes from January 24, 2017.**

5.0 PRESENTATION BY PLACER COUNTY FILM COMMISSION – BEVERLY LEWIS

5.1 Beverly Lewis, the Director of Placer County Film Commission stated their office is located with the Economic Development of Placer County. Their office is to promote Placer County and assist with location, scouting and permit process, lodging, crew and offer support services. Beverly shared the economic impact to Placer County in 2016 was just over \$1M with 90% of the productions taking place in Tahoe. 2017 had a strong first quarter but it did also have some challenges with all the snow and some cancellations.

Beverly shared that in December of 2016 Placer County hired a new Director for the Economic Development, Sherri Conway. There are many entities involved in the permit process. If roads are involved in a production, the permit process goes through the County Roads. This is to ensure the people in charge are reviewing it. She also touched on the Tahoe Film Conference that was held a couple of year ago. This was to bring in all the different organizations to help understand their role in supporting what the different projects.

Comments:

- What was the biggest production in the last 10 years? Beverly shared it's was a production called the Deep End with an economic impact of about \$4M.
- A committee member question how the economic impact is calculated. Beverly explained it is something the International Film Commission Association has created.

6.0 DISCUSSION AND POSSIBLE APPROVAL OF ADDITIONAL FUNDING FOR BROKEN ARROW SKY RACE – AMBER BURKE

6.1 Amber introduced Brendan Madigan, owner of Alpenglow Sports and race director for the Broken Arrow Sky race to the committee members. Brendan shared Skyrunning is a European inspired genre of technical trail racing. The additional funds would help procure high-end videography and ad space in large-scale advertising channels to grow participants and consequent TOT lodging. This race is modeled after “The Rut” in Big Sky, Montana who started with 500 participants and have grown it to 3000 in 5 years. Brendan shared there are 3 distances and this is Salomon’s A+ running event for North America in 2017. The projected participants for this year is expected to be 600-1000. Current registrants is 400. The event has a potential to grow this to 2200-3000+ in the years to come.

Comments:

- Did you have any international participants and are you expecting some this year? Brendan shared this year they have 11 participants from Mexico, 1 from Spain and one from Italy so far.
- Is this race similar to an Ironman event where you get participants who come here to train and do you see any challenges with having this race in June with all the snow we have? Brendan stated that participants do come here to train and they don't view the snow as a hindrance, but rather another challenge they kind of enjoy.
- Do you have other sponsors for this event? Brendan shared Solomon is a big sponsor as well as sock sponsors and nutrition sponsors.
- A member questioned where the funds are coming from? Amber shared one event got canceled so there is funds available. Since this is new information, she has not had time to sit down with JT to re-allocate the funds for the canceled event.
- “Other opportunities” is a line item in the NLTRA budget that would fit with this ask, but as we start looking at request for additional sponsorship it's would be beneficial to know how much money is left in the budget. Moving forward please provide this information.
- There is only 3 months left of our Fiscal Year and this seems to be a good fit.

6.2 M/S/C (Brandt/Fajkos) (7/0/2 – Jackson and Horvath abstained) to approve the request for additional \$10,000 as stated in the proposal and keep the spend as outlined in this packet.

7.0 DISCUSSION AND POSSIBLE APPROVAL OF ANNUAL SPECIAL EVENT PARTNERSHIP FUNDING PROGRAM – AMBER BURKE

7.1 Amber has been working on improving the process of our Special Event Partnership Funding Program. The NLTRA facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. Submission are accepted once a year for events for events that take place in the subsequent calendar year. Following the application and evaluation process, a number of events will receive funds through the program.

Some of the changes proposed to the program content:

- Change it from a Grant Program to a Special Partnership Funding Program.
- It was requested the grant money was to be used as seed money for an event. Amber recommended changing that. If an event has a high ROI and we can help grow and expand the event, it should still be considered.
- Require the event to have a lodging partnership. This partnership can be in various forms: cash/in-kind sponsorship, room block, discounted room rates.
- The event has to be an annual event.

- Recipient would receive 50% in advance after contract has been signed and the additional 50% after final event report.
- The application is currently a hand-written application process. Amber shared she would like to have it online, filled out electronically.
- Marketing Advertising used to be restricted to in-market but it should also allow for out-of-market advertising too.

Some discussion points that Amber brought forward was a pre-application point system? The committee members shared they didn't think it was necessary as it is clearly outlined in the general program information. Amber also asked the committee member for some guidance on refund of money if the event is canceled? The committee member shared there could be so many variables, it depends on the case.

Comments:

- One member questioned what the funds can be used for? Amber shared it can only be used for marketing purposes only. It can't go towards operational cost.
- Since we require them to spend it on marketing, do we have some sort of guidelines for the applicant? Amber shared we require them to submit a marketing plan.
- Do we get access to any of their e-mail or media list? Amber shared she could incorporate some asset user agreement.
- Keep the application process simpler for smaller grant amounts.
- Provide pointers to smaller groups that has never received grants before.
- Can in-kind support be included? Amber shared she has to be careful as some of the consumer communication pieces go through our advertising company that is supported by Marketing Cooperative Funds not Resort Association funds.
- This should be subject to change on feed-back and experience.

7.2 M/S/C (Jackson/Cordell) (9/0) to approve the Special Event Partnership Funding Program with the understanding that it is still a work in progress.

8.0 REVIEW, DISCUSSION AND COMMENTS ON PUBLIC RELATIONS RFP TO BE SENT OUT BY THE MARKETING COOPERATIVE IN APRIL – JT THOMPSON

8.1 This item was tabled until next month.

9.0 REVIEW, DISCUSSION AND COMMENTS ON INTERNATIONAL TRADE REPRESENTATION RFP'S TO BE SENT OUT BY MARKETING COOPERATIVE IN APRIL – JT THOMPSON

9.1 This item was tabled until next month.

10.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)

10.1 Conference Sales – Jason reviewed the following items with the committee:

- Jason is working on the budget for next year and will continuing to work on more in-market customer events.
- Jason is attending CalSAE Elevate in Newport Beach this Sunday.
- Working on finalizing some customer event.

10.2 Leisure Sales – Sarah reviewed the following items with the committee:

- Sarah is at MTS and her information is located in the Departmental Reports online.

10.3 Events & Communications – Amber reviewed the following items with the committee:

- Amber is currently working with the Augustine and Abbi Agency on a photo shoot for all 4 seasons.
- Submitted first draft of budget.
- The World Cup was a successful event and she distributed 3300 branded cowbells.
- WinterWonderGrass is happening this weekend.
- Amgen Tour of California is looking for volunteer for May 11, 2017.

- 10.4 Web** – Shelly reviewed the following information with the committee members:
- Shelly is out of town but her report is located in the Departmental Reports online.

- 10.5 PR/Social** – Liz reviewed the following information:
- Liz could not attend but her report is located in the Departmental Reports online.

- 10.6 Advertising** – Alexis reviewed the following information:
- Alexis detailed report is located in the Departmental Reports online.

11.0 DESTIMETRICS WEST REGION MOUNTAIN MARKET BRIEF - THOMPSON

11.1 This report is available to review in your packet and was not discussed.

12.0 COMMITTEE MEMBER COMMENTS

12.1 No committee member comments.

13.0 STANDING REPORTS

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

- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 4.14 pm.

Submitted By:

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