



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES

May 29, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, David Ratchford, Les Pedersen, Deanna Gescheider, Kevin Hickey, Marguerite Sprague, Ron Parson, Julie Maurer and Deb Darby

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

OTHERS IN ATTENDANCE: Kerstin Plemel, Wendy Hummer, Shelley Fallon and Pettit Gilwee

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 Chair Les Pedersen 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 (Parson/Brandt) (8/0) to approve the agenda.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON MARCH 27, 2012

4.1 **M/S/C (Parson/Maurer) (8/0) to approve the Marketing Committee meeting minutes from March 27, 2012.**

5.0 REVIEW AND DISCUSSION ON HIGH NOTES MEDIA PROGRAM – EXL MEDIA

5.1 Andy gave a quick background on the High Notes – North Tahoe’s summer long music series. He stated the organization has committed marketing resources to promote the outstanding music scene in the North Tahoe region during summer months. This effort, known as High Notes, will again take place this year. The overall campaign is designed to promote this music product in three categories:
1) Free, Outdoor Music 2) Music Festival and
3) Headliner Acts.

Wendy Hummer reviewed the 2012 High Notes Media Plan. New this year to Radio is KFOG (Dial Position: 104.5). Flights dates will start mid-June and go through mid-August. Added value to this is concert calendar listings on www.kfog.com. Wendy shared KFOG will be doing ticket giveaways once a month (June-August) in KFOG’s e-newsletter to 87,000 listeners.

A Committee member questioned how the organization is providing education to the local community about High Notes. Andy replied those efforts are done by Emily Detwiler meeting with lodging providers and also with help of the GoTahoeNorth.com (GTN) mobile site.

6.0 REVIEW OF FY 2012/13 TOT BUDGET AND BUDGET PROCESS – ANDY CHAPMAN

- 6.1 Andy gave a brief overview of the drafted budget. Over the past several months staff has been working with the Executive Committee and the Placer County CEO's office in the development of the FY 2012/13 TOT Budget submittal. The draft budget has been sent to Placer County for review and discussion.

7.0 REVIEW AND APPROVAL OF FY 2012/13 CONFERENCE ADVERTISING PLAN – JASON NEARY/EXL MEDIA

- 7.1. North Lake Tahoe Chamber/CVB/Resort Association's staff and agencies have developed a draft media and trade show plan for FY 2012/13. Input from the Director of Sales Advisory Committee has been included in the plan. Jason Neary reviewed some of the strategy he will focus on:
- The following geographic target markets are being targeted for advertising efforts:
Northern California corporate & association
Southern California corporate & association
Chicago associations
 - Campaign flights for each market will fall around trade show or special promotion dates
 - Conference Property Participation:
Paid: Trade Shows, NLT bi-annual newsletter and purchased emails
Free: Featured in print ads
 - Create larger focus on associations in selected target markets, as they have been impacted less by the economy. However, continue to target the corporate market.
 - Continue to build database and solicit leads with contests and continue to communicate with our database through our bi-annual direct marketing efforts. Continue with one contest and possible incentive offer in print ads – 50% off airport transfers.

Wendy Hummer shared some of the key results and impressions from the 2011/12 Media Plan. The stand alone e-mails are not performing as well as they have done in the past years. However, they were able to increase the overall impressions and clicks from paid buys with the addition of a Google CPC campaign. Overall traffic to the meetings pages are down; the key pages where they directing all advertising (meetings & submit-an-rfp) are up 38% and 23% respectively. EXL Media also saw incredible growth from visitors in the target markets with Illinois increasing 700% and California 13.9%. The click thrus to the lodging partner pages were up 300%. Leads from the key geographic markets increased as well as the main target segment of associations.

Jason shared that in the association market that the organization targeted, there was a big uptake and California also grew. He also shared beginning July 1, 2012 the conference department will begin a partnership with the Hyland Group. The Hyland Group will represent Chicago and Washington, DC and will be able to sell North Lake Tahoe. They currently also represent other CVBs like Palm Springs and Monterey along with lots of hotels. The Hyland Group will come out to North Lake Tahoe for a site tour to see all the properties the conference department represents.

Wendy went through some of possible new considerations for publication, internet and e-mail blasts. Kerstin also shared the creative print ads and the changes that have been made. Jason recommended properties utilize the Come See Fly Free Program. He stated this is a program all the conference partners can promote. There are qualifying standards to utilize this program. One of the rules is that if you book a Come See Fly Free program, the property has to reimburse the cost of the airfare.

8.0 UPDATE ON IRONMAN LAKE TAHOE BID PROCESS – ANDY CHAPMAN

- 8.1. Andy shared the organization has hosted multiple site inspections for Ironman and the organization is currently negotiating the contract. This event brings in 2500 athletes with 3-4 plus guests. The average stay is 4-5 nights, as athletes must be checked in by Thursday. There are also training camps hosted prior to the event. The reported economic impact this event has is \$8-10 million over the course of the 5-day event. Andy shared they are still looking at some options for the bike loop. Squaw would be the registration headquarters and he stated 400 complimentary hotel rooms are needed over the race weekend. The organization would also coordinate 2500+ volunteers and require police and public service assistance. An announcement is expected about 2 weeks before Ironman in Coeur D'Alene.

9.0 UPDATE ON AGENCY RFP PROCESS – ANDY CHAPMAN

9.1 Andy gave a quick update on the agency RFP process. He stated they have narrowed the search down to 4 companies who will be doing presentations next week. The following people are part of the selection committee: David Ratchford, Les Pedersen, John Hernstat and Lee Weber-Koch. The RFP subcommittee will make a recommendation to the Marketing Co-op Committee and then to the Board.

10.0 NORTH LAKE TAHOE PERFORMANCE REPORT (OCTOBER 2011- MARCH 2012) – ANDY CHAPMAN

10.1 Andy handed out the “North Lake Tahoe Performance Report” book that we put together for Placer County. This book presents the six month performance report from October 2011-March 2012. This report documents the organization tourism efforts and results from the past period, as well as showcases a variety of samples of our consumer communications from our various departments.

A Committee member suggested that the organization requests to be put on the agenda for the Placer County Board of Supervisors to showcase the nice report that was put together.

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

11.1 **Advertising and Web** – Kerstin shared her report located in the Departmental Reports section of the Marketing packet.

11.2 **Conference Sales** – Jason reported on the Milo Golf Event he just attended in May. He also stated Greg Howey is currently at Affordable Meetings West in Anaheim.

11.3 **Leisure Sales** – Jeremy is currently out of the country.

11.4 **Special Projects** – Judy shared her report located in the Departmental Reports section of the Marketing packet.

11.5 **Web** – Shelly shared her report located in the Departmental Reports section of the Marketing packet.

11.6 **Public Relations** – Pettit shared her report located in the Departmental Reports section of the Marketing packet.

12.0 COMMITTEE COMMENTS

12.1 No committee comments.

13.0 STANDING REPORTS

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

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

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 3:05 pm.

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