



north lake tahoe

Chamber | CVB | Resort Association

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

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Christine Horvath, Brett Williams, Todd Jackson, Carlyne Fajkos, Becky Moore, Judith Kline

RESORT ASSOCIATION STAFF: Amber Burke, Cindy Gustafson, Jason Neary, Ron Treabess, Anna Atwood

OTHERS IN ATTENDANCE: Jessica Pauletto, JT Chevallier, Shelley Fallon, Andy Chapman, Alexis Kahn, Lindsay Romack

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 (Jackson/Horvath) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 24TH, 2017

M/S/C (Horvath/Moore) (5/0/1 – Fajkos abstained) to approve the meeting minutes from October 24th, 2017.

5.0 EVENT RECAP – AUTUMN FOOD & WINE – AMBER

Amber did a quick recap of the contract with Autumn Food & Wine prior to sharing the results of the 2017 event. NLTRA signed a 3 year contract with Northstar in August but it can be terminated for any reasons prior to January 1st of each year. This year Northstar had a lot of staffing changes prior to the event but discussion on ways to improve it are taking place.

Event recap:

- ROI: 11:1
- Attendance: 2,000 + (1,348 ticketed)
- PR Hits had great results due to The Abbi Agency efforts. 18 placements, 14 original social media post with a 142,000 reach and 3,191 engagements. The contract alone with The Abbi Agency generated a 6:1 ROI.
- There was a decrease in ticket sale and a decrease in revenue however Northstar Lodging increased for the event weekend compared to 2016.
- Positive feedback from the vendors.
- Planning for the 2018 event has already started and she shared some of the opportunities they are looking at: 1) Brand refresh (at NLTRA staff recommendation), 2) Increase venue space during

event, utilize Beach area, 3rd party tenant spaces, 3) Refresh marketing plan to expand audiences reach within the Bay Area and Southern California, 4) Leverage partnerships with vendors for promotion in wine country regions, 5) Open restaurant participation to Sacramento and Bay Area and 6) Ticketing and prospecting vendors to start early 2018.

Comments:

- How does Northstar feel about bringing in restaurants from out of the area? Amber shared they are in full agreement that this is necessary.
- The ROI is even greater when you include the media and PR outreach.
- What is the appetite for an event like this in the spring? Amber shared some concerns about the weather that time of year and Northstar does not have an indoor venue they can move it to. Amber shared she is happy to ask Northstar.
- It was questioned where the visitors come from as a result from the survey. Amber will get this information out the committee members. She did share that 21% were second homeowners.
- No committee members had a rejection with moving this contract forward.

Action to Amber: share the results from the survey on where the visitors came from.

6.0 EVENT CONTRACTS – AMBER

1. Kings Beach 3rd of July Fireworks & Tahoe City Fireworks

Amber shared this is a 2 year contract for 2018 & 2019. The contract can be terminated for any reason upon a 30 day notice provided it not be terminated for convenience after October 1 of each year. The cash sponsorship is \$10,000 each, Tahoe City Downtown Association and North Tahoe Business Association. Both contracts are very similar and have the same terms. Amber is working with the TCDA and NTBA to possibly be a presenting sponsor and is also working on incorporating a survey.

Comment:

- A committee member commented that it would be great getting a survey out to the guest for feed-back.

M/S/C (Jackson/Fajkos) (6/0) to approve the Kings Beach and Tahoe City Fireworks funding.

2. Liberty Mutual Insurance NASTAR National Championships

This is new to our region this year and is a 4-day season ending festival celebrating alpine racing, camaraderie and competition. Recreation ski racers from across the US, within the NASTAR program and are invited to compete against peers in alpine and non-alpine divisions of all ages and abilities. The event includes race, live music, autograph signing, ski demos & clinics, a sponsor village, opening & award ceremonies and receptions and more. This event will be taking place from March 21-25, 2018 at Squaw Valley/Alpine Meadows. The requested sponsorship is \$5,000. Squaw has entered into a 2-year agreement. Estimated attendees are: 2,500-3,000.

Comments:

- These are events are great as it's more geared towards the recreational skier and they will most likely to other activities.
- This also falls in-line with our strike zone for Squaw Valley.

M/S/C (Moore/Jackson) (5/0/1 – Horvath abstained) to approve the Liberty Mutual Insurance NASTAR National Championships sponsorship.

3. Broken Arrow Skyrace

The event, Broken Arrow Skyrace is a 1-year contract for June 15-17, 2018 in Squaw Valley. This event is put on by Brendan Madigan at Alpenglöw. The event saw triple digit growth in its second year with participation increasing from 368 to 772. The cash sponsorship is \$15,000 and Amber went through some of the key sponsorship terms. Their goal for participation for 2018 is 1,200 – 1,400 people. Event will expand from 2 days to 3 days with adding a 12k race on Sunday to appeal to less technical athletes. The event utilized a portion of the sponsorship to create a video and the video

premiered on Outside Magazine Online on August 10, 2017. This media outlet has over 1.8 million followers between Facebook, Instagram and Twitter.

Comments:

- There was a question on how the room block will tie in with lodging options. Amber will look into this.
- A committee member asked about the numbers of impressions on the video which was fantastic.
- What is the ability for NLTRA to use this video? It ties into our Local Luminaries campaign and some of our social campaigns.

Action to Amber: check on the reach of the video and how NLTRA can utilize this.

M/S/C (Jackson/Kline) (6/0) to approve the Broken Arrow Skyrace sponsorship.

7.0 REVIEW OF WINTER CONSUMER MEDIA OUTREACH AND CREATIVE EXECUTION – AUGUSTINE/R7

Alexis shared her winter consumer media outreach and creative execution. The consumer Journey for this winter: 1) Target when NLT can be more influential during destination decision timing. 2) Allocate budgets according to timing in journey 3) Time appropriate media channels and messaging 4) Target appropriate platforms during journey. Alexis shared the budget spend percentage for the different months, with the appropriate media channels/platforms and the media flowchart.

Media Mix: Year round media spend continues through the winter, including SEM, retargeting display and video, and social media targeting. The winter campaign also includes a mix of: programmatic display, native advertising, video, targeted eblasts, social media conquering, Sunset Magazine ad in December/January edition. Media opportunities specific to Los Angeles include: digital billboards, experiential campaign.

Alexis shared the creative execution including the website sliders. The digital sliders are being moved to HTML5 and they become more animated and the consumers are more likely to engage. She also stated they are working on dedicated landing pages. In addition she shared the Sunset Magazine Ad, Winter Spartan Commercial and the eBlasts.

Comments:

- One committee member questioned if there is paid search in Northern California during peak season? Alexis shared there is not paid search during peak season for our drive market (winter and summer)
- Are the digital ad being reviewed, and how often? (Some are probably being clicked on more frequently). Alexis shared they are reviewed with their media partners bi-weekly.
- One committee member recommended targeting Bay Area midweek with snow trigger messages. Andy shared there will be carry-over funds so this is a possibility.
- Has there been any consideration for having any lodging, hotels or vacation rental houses included in any of the creative? Alexis shared they absolutely could if they had some great images. There are so many charming lodging options, so those detail photos of kids building snowmen outside of a cute cabin/hotel would be great to include.
- Relaxation was really high in the research.
- It was recommended we look at a more cultural diversity in our ads.

Action to Andy/staff: send more photos of lodging options (with an activity) to Augustine.

8.0 REVIEW OF WINTER PUBLIC RELATIONS AND SOCIAL MEDIA EFFORTS – THE ABBI AGENCY

Jessica shared the Winter Plans for 2017-18. The key themes for December and January include: Luxury Winter Experiences, Holiday Season Travel, Snow & #TahoeSnowTracker, Winter: What's New, Learn to Ski & Ride, Health and Wellness, 3-day weekends and Local Luminaries.

Continued key themes for February and March include: Romance in Tahoe, Apres Experiences, Human Powered Sports (Winter and Spring), Offbeat Winter Experiences, Spring Break & Easter, Bleisure (Business + Leisure), Dual Days (Weather Contingent), Weddings in North Lake Tahoe.

Jessica also touched on some of the fall highlights:

- 100+ placements between August and October. 347 million impressions & \$3.2 million ad value
- Chicago Tribune: UVM: 26,820,886, Ad value: \$248,092. Syndications: 14 states, 42 total placements
- Autumn Food & Wine: 18 placements, \$23,877 Ad value

Social Media – Fall Highlights:

- September: best month of 2017 for Facebook organic growth and impressions.
- 3,500+ new Facebook fans, 1,400+ new Instagram followers
- Engagement Tactics: Wellness Weekend Giveaway: 4.8K Impressions, Backcountry Instagram Giveaway: 40.9K impressions, Opening day (Mt.Rose) Facebook Live: 44K Views, 310+ Engagements

New content highlights for winter:

- Expanding on the Local Luminaries Campaign
- New Blog coming in January: 52 Weeks in Tahoe, Beginner's Tips for Skiing/Riding in North Lake Tahoe.

Comments:

- One committee member recommended reaching for that younger traveler (under 30) that is more likely to travel midweek.
- Any targeted social efforts focused on Los Angeles, New York or Austin? Jessica shared they are collaborating with the Augustine Agency and are working on more desk sides.

9.0 PRESENTATION ON 2016 NORTH LAKE TAHOE ECONOMIC SIGNIFICANCE OF TRAVEL – ANDY CHAPMAN

Andy stated this report is contracted with Dean Runyan Associates is done every 4 years and really looks at Eastern Placer County and the economic significance of travel to the area. This report gives a lot of valuable data and will be presented at the board meeting next Wednesday. This report will be posted on our nltra.org.

Some key findings:

- Visitor spending: \$647.2 million in 2016 vs. \$487.3 million in 2012.
- Providing 6,450 jobs in 2016 compared to 5,720 in 2012.
- With earnings of \$215 million in 2016 compared to \$166 million in 2012.
- Generation of \$18.2 million in local receipts in 2016 vs. \$12 million in 2012.
- Generation of \$16 million in state receipts in 2016 vs. \$13.9 million in 2012.

Action to Andy: Does air include private or is it just commercial?

10.0 DEPARTMENTAL REPORTS – AUGUST (All Standing Reports and Departmental reports can be found at: http://www.nltra.org/meetings/meeting_minutes.php?committeelD=1)

- **Conference Sales – Jason Neary**
- **Leisure Sales – Sarah Winters**
- **Events & Communications – Amber Burke**
- **Website Content – Shelley Fallon**
- **Public Relations – The Abbi Agency**
- **Advertising – Augustine Agency**

11.0 STANDING REPORTS

- **Destimetrics August Report**
- **RTIA Passenger and Cargo Report**
- **August Conference Activity Report**
- **August Lodging Referral Report**

12.0 COMMITTEE MEMBER COMMENTS

Brett gave an update on the Tourism Director and interviews (2nd round) taking place end of this week.

13.0 DEPARTING COMMITTEE MEMBER THANK YOU – ANDY CHAPMAN

Andy thanked the departing member for their service: Gregg Gibboney, Marguerite Sprague and Carlyne Fajkos.

14.0 ADJOURNMENT

Meeting adjourned at 3.50 pm.

Submitted By:

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