



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES

Tuesday, September 25, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Becky Moore, Brett Williams, Kevin Hickey, David Ratchford, Les Pedersen, Deb Darby, Alex Mourelatos and Julie Maurer

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

OTHERS IN ATTENDANCE: Marshall Tuttle, Allyson Freedland, Maida Marar, Tom Geary, Nicholas Wootten, Shelley Fallon, Pettit Gilwee and Brad Wilson

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 Andy Chapman shared two updates with the Committee. He stated most of the agenda today is related to School of Thought's media presentation; he is looking for direction from this Committee to bring forward to the Marketing Coop Committee meeting tomorrow. Andy also announced he had a series of meetings last week with Ironman's Operations Director. Some of the meetings included law enforcement, fire & safety and volunteer meetings. He stated the meetings went well but there is now a change in the running course. He also shared Ironman recently sent out an e-mail blast pushing all the registrants to book their lodging reservations.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Pedersen/Moore) (7/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JULY 24, 2012.

- 4.1 **M/S/C (Williams/Hickey) (7/0) to approve the Marketing meeting minutes from July 24, 2012.**

5.0 REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF NORTH LAKE TAHOE WEDDING MARKETING PLAN – SCHOOL OF THOUGHT.

- 5.1 Tom and Nick with School of Thought shared their strategy for the wedding media plan for 2012/13. With a limited budget, emphasis is on search and social. The media approach strategy will be to focus efforts on conversion efficient platforms and develop content on Pinterest page highlighting North Lake Tahoe Weddings. Search will cover 74% of the media plan, Pinterest 14% and Print 12% with a total budget of \$35,000. 1 in 3 couples now use Pinterest to plan their wedding and it is the #1 social platform for wedding planners. Key points will be to build robust content. Some of the specific content ideas they shared include:
- Beautiful Tahoe imagery (scenery, weddings, dresses, food, flowers, guests)
 - Wedding planner tips
 - Your Anniversary

- Infographics (The true cost of weddings, the perfect Tahoe wedding)
- Worst/funny/embarrassing pics/stories
- Why Destination Weddings are terrific

One committee member questioned if this will generate leads. Nick replied a lot of this relies on search and the reason 74% of the budget has been focused on that which will help drive more people to our landing page. Andy also shared that one of the elements the organization is looking at is the wedding task force that will be created this fall. He also stated there will be a discussion with the organization's conference department for lead generations. Another recommendation from a committee member was to add a map on the landing page along with video from the different venues North Lake Tahoe has to offer. School of Thought shared video as content will probably be the most effective single tactic. It would combine beautiful wedding stories while highlighting a mix of venues and wedding vendors. Eric with Tahoe TV suggested using *Xoxo video* and local video production company with a lot of great wedding video content. Andy shared they are finishing up budget and there may be carry-over from last year.

5.2 M/S/C (Ratchford/Moore) (9/0) to move forward with the Wedding Plan with recommendations suggested by this committee.

6.0 REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF WINTER CONSUMER MEDIA CAMPAIGN – SCHOOL OF THOUGHT

6.1 Nick and Tom presented the Winter Consumer Media Campaign recommendations. Their approach on strategy:

- Maximize their reach through cost efficient media channels
- Utilize accountable and trackable opportunities, that allows to optimize based on success
- Saturate the Bay Area/Focus efforts in Southern California
- Reach their target through multiple touch points to stay top of mind and create a sense of urgency
- Connect with our audience through brand engaging environments

Nick shared their approach on rebuilding the base layer including: Search, Digital, Mobile and OOH (Out of Home Industry or what we used to call Outdoor). Nick shared with a rebuilt base layer the 4 different campaign options to the committee members:

Option 1: Base Layer + Television

Option 2: Base Layer + Print Component

Option 3: Base Layer + Radio Component

Option 4: Combination of Option 1 & 2 without one digital insertion and no Sunset magazine.

Nick shared the details on the Digital Program (Banner Campaign): 70% Northern California and 30% Southern California inventory split. Mobil Program: 50% Northern California and 50% Southern California inventory split. Nick stated the inventory split between Northern and Southern California is very easy to change along the way. He shared the ratio can be changed very quickly. He also went through the OOH Program and shared some of their ideas: Bay Bridge Billboard, Broadway/Polk Billboard, off ramp bus shelters, ferry terminal placements, full bus back, interior bart cards and power washings.

There was a brief discussion on radio. A committee member questioned if there is a consideration of abandoning radio. Nick replied radio is a more tactical way of messaging during summer with more concert and different activities happening.

A committee member questioned how this plan compares with Reno and South Lake Tahoe as they are also doing "heavy" in the Bay Area. Nick replied that this plan will message in a different way and be more focused on activities outdoor.

Andy asked for directions from the committee members and a vote was done. Some of the recommendations by committee members were:

- More focus on Southern California
- If any extra funds are available, reconsider adding back Sunset
- If any extra funds are available, look at radio opportunities

- Good use of TV and the ability to change it up quickly and the ability to push it beyond the Comcast buy and mobile.
- Highly advised School of Thought to not use stock footage.

6.2 M/S/C (Williams/Moore) (8/0) to move forward with Winter Consumer Media Campaign Option 4 with recommendations suggested by this committee.

7.0 REVIEW, DISCUSSION AND INPUT ON CONFERENCE MEDIA CAMPAIGN – JASON NEARY/SCHOOL OF THOUGHT

7.1 Nick shared the Conference Media Plan with the committee members:

- Print: 7 publications/12 insertions
- Digital: 5 partners
- Email: 3 partners
- Search: 2 ad groups/4 sets of creative

Nick also reported on their strategy:

- Increase lead submissions
- Deliver more site traffic
- Align ourselves with trusted industry leaders
- Maintain print presences, while increasing digital initiatives
- Implement tracking tools & develop insights

Nick reported since taking over the North Lake Tahoe search responsibilities, School of Thought has increased their effectiveness by implementing category – specific ad groups under conference campaign. This will allow them to gauge success against specific categories and content. Tom also shared some approaches for creative ads for 2012-13: evolve the print ads, add new digital units that are rich and interactive and evolve landing page with added videos and potentially an interactive planner module as part of a revised landing page. Tom also recommended that we look at adding video as content in our budget. Video is great for repurposing banners, direct mail, site, social and more. (Estimated cost \$10,000-\$15,000)

Deb Darby shared she administers the Reno/Tahoe Coop and that 70% of their e-mails blast are being opened on handheld devices. She said it's important to keep that in mind and make them interactive.

A committee member also suggested adding a map on the meeting portion of the organization's website. Often meeting planners doesn't know the difference between North and South Lake Tahoe.

Andy shared this plan will be presented to the Conference Sales Committee this week.

8.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN

8.1 Andy shared he has had a series of meetings with Ironman. Some of the meetings included law enforcement, public safety, fire & safety and volunteer meetings. He stated the meetings went well but there is now a change in the running course. Due to law enforcement and Southwest Gas 3 year construction project it was necessary to change it to a 2 loop running course.

9.0 APPOINTMENT OF TWO COMMITTEE MEMBERS TO SPECIAL EVENTS TASKFORCE – ANDY CHAPMAN

9.1 Andy shared last year the NLT Chamber/CVB/Resort Association Board of Directors directed staff to create a Special Events Grants Taskforce. This taskforce is used once during the year to review, discuss and recommend grand fund allocations to the Board. This year the organization will once again utilize this same process. Andy reviewed the Special Event Development Grant Program document. This document outlines the process for the review and allocation of the funds budgeted for this purpose. As part of this process, a taskforce will be established with the following participants:

- 2 Marketing Committee Members
- 2 Chamber Advisory Committee Members
- 1 Lodging Committee Member

- 1 NLT Chamber/CVB/Resort Assoc. Board member

Andy reviewed the following proposed timeline:

- Release Grant Application: Monday, September 24th
- Application Deadline: Friday, October 19th
- Grant Presentation: Wednesday, October 24th
- Recommendation to NLT Chamber/CVB/Resort Assoc. Board: November 7th
- Notification to Grant Applicants: November 8th

9.2 M/S/C (Moore/Darby) (6/0) to appoint Kevin Hickey and David Ratchford to special events grants taskforce.

10.0 DEPARTMENTAL REPORTS

- 10.1 Advertising** – Nick and Tom already shared their report under the media presentation.
- 10.2 Conference Sales** – Jason shared his departmental report located in the Departmental section of the Marketing packet.
- 10.3 Leisure Sales** – Jeremy is currently travelling. His report is located under the Departmental section of the Marketing packet.
- 10.4 Special Projects** – Judy shared her departmental report under in the Departmental section of the Marketing packet.
- 10.5 Social** – Allison shared her report located under the Departmental section of the Marketing packet.
- 10.6 Web** – Judy shared Shelly's report located under the Departmental section of the Marketing packet.
- 10.7 Public Relations** – Pettit shared her Departmental report located under the Departmental section of the Marketing packet.

11.0 STANDING REPORTS

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

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

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 3:40 pm.

Submitted By:

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