



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, Sept 9, 2020 3 – 5pm
Join Zoom Meeting

<https://us02web.zoom.us/j/83712194693?pwd=NHFyYmJmcm1yRC9zZ3JFUhhJQkpnZz09>

Meeting ID: 837 1219 4693
Passcode: 489479
+1 669 900 9128 US (San Jose)

The September meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, Sept 9, 2020 via Zoom.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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|--------------------------------------------------------------------------------|-----------|
| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call | Chair |
| D. Motion: Approval of Agenda | Chair |
| E. Motion: Approval of June 24, 2020 Coop Meeting Minutes | Chair |
| F. Fall/Early Winter Media & Creative Strategy Update | Amber |
| G. Update from Sales Team on Geo Focus; Current Sales Climate | Greg/Bart |
| H. Upcoming Ski Resort Town Hall | Jeff |
| I. Preview of Sustainable Tourism Platform | Jeff/Andy |
| J. Public Relations Update | Liz |
| K. AirDNA Opportunity | Jeff |
| L. Roundtable discussion on business levels through August and future activity | Jeff/Andy |

M. FYE 2019/20 Marketing Cooperative Draft Financial	Bonnie
N. New Business	Chair
O. Old Business	Chair
P. Adjournment	Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office	IVGID
Crystal Bay Post Office	Incline Justice Court
Incline Village Crystal Bay Visitors Center	Meeting Location
North Lake Tahoe Resort Association	



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday June 24, 2020

The North Lake Tahoe Marketing Cooperative Committee Meeting was held via Zoom Video Conferencing.

Committee members: Christine Horvath, Brett Williams, Ashlee Barton, Heather Bacon, Bill Wood, Andy Chapman, Jeff Hentz,

Staff members: Greg Long, Bonnie Bavetta, Liz Bowling, Sarah Winters, Amber Burke, Anna Atwood

Other in attendance: Presenters

- A. The meeting was called to order at 3:05pm
- B. No public comments
- C. Roll Call: Bill Wood, Andy Chapman, Christine Horvath, Jeffrey Hentz, Ashlee Barton, Brett Williams,
- D. **Motion to approve the agenda as presented. WILLIAMS/CHAPMAN/UNANIMOUS**
- E. **Motion to approve the meeting minutes from February 18, 2020. HENTZ/WILLIAMS/UNANIMOUS**

F. North Lake Tahoe Social Media & Content Update

Connie reviewed the content and social media update. Public Relations efforts were paused in March due to COVID with a shift in focus to owned channels such as the newsletter, blog and social media with an educational message.

Then newsletters that went out include: #Tahoe Love – Together, We Stand Strong was sent on May 15, 2020. The first newsletter contained links to jigsaw puzzles, it linked to inspirational videos and we asked our consumers to support our local business's community. The content echoed what some of the national brands were doing in travel, "to love as from a far". The second newsletter Get Back to Nature/North Lake Tahoe Re-Opening Information was sent out on June 12. This had a 22% open rate, highest open rate of any North Lake Tahoe Newsletter. This newsletter focused on visiting "Know Before You Go Guide" informational page on GoTahoeNorth.com.

Five blogs were posted on our website and on June 12th a Welcome Back post was resumed on our social media channels. This social media post consists of: Know Before You Go Travel Tips, Responsible Travel, Business Focus, Aspirational Imagery and Road Trips. A reopening video series was recently launched including topics: Responsible Travel & Tourism, Lodging, Restaurant & Retail, Outdoor Recreation & Public Lands. This was to highlight what different business sectors are doing to prepare for welcoming visitors back to the region in a safe and responsible manner. Connie also shared the upcoming re-opening content schedule with the committee members.

Comments:

- What metrics are we seeing from our social media post? Steve shared it has seen great engagements with mostly positive sentiments.

G. North Lake Tahoe Consumer Media Recovery Plan Update

The Augustine reviewed the recovery campaign that will be the focus in the next coming months. Lindsay stated all advertising was paused in March and they have been working on a phased approach. The objective is to align with the brand while remaining sensitive to our audiences, community, and the overall situation. Lindsay stated we are now in phase 3, welcoming back visitors using owned, earned, and paid media.

The messaging strategy: Get Back to Nature. The message tone is to focus on outdoor activities for all comfort levels, open space, fresh air, uncrowded and reconnecting with nature. Paid tactics for the Part 1 for June/July focusing on Sacramento, Stockton, Modesto, San Francisco (when open), LA includes: Search Marketing, Retargeting Display and Video, You Tube Videos, OTT/CTV (such as Hula, Netflix), Facebook/Instagram and TripAdvisor. Part 2 for July/August will focus on San Francisco and LA and paid tactics includes: Native, Programmatic Display, Reddit, Twitter, Weekend Sherpa, and Expedia. Brittany shared examples of and the 90day revised media plan.

Cathy shared the In-Market campaign and strategy behind it. The messaging tone will be inviting, confident and caring with a focus on business revitalization and support local businesses. Tactics being used, include print/digital, radio and social media.

Comments:

- Andy shared several industry partners are using the "The Know Before You Go Guide" to their current guests on their own channels.

H. Agency Contract Extension Update

Andy gave a quick recap of the agency RFP process that was happening in March. Due to the current situation with COVID the contracts will be extended for another year. The Scope of Work for Augustine has been included in the packet and the Scope of Work for the Abbi Agency is being changed due to some changes in Liz Bowling's position.

I. FYE 2019/20 Budget Forecast

Andy stated this fiscal year is almost over. In March, all consumer efforts along with leisure sales and meetings and conventions were put on hold. Andy shared although not all numbers are in yet, but it is looking like an estimated \$400K in carry-over to next fiscal year. Andy stated the fiscal year end will not be finalized before end of July.

J. FY 2020/21 Draft Budget Overview

Andy shared his funding is on actual collections and the numbers will be about 35% down from last year. The carry-over funding will help build the budgets for next year. Jeff shared our budget was approved though County of Placer at the same contract amount plus 3% for next fiscal year.

Andy did a screen share of proposed 2020/21 budget and shared some of next year's modifications. He shared they are still working on it but he will share when finalized.

Comments:

- Heather questioned the committed funds for events. If there is an issue is there an ability not to do that? Andy the 2 events he is committed to, Film Festival and the Big Blue Adventure Series and he is having conversations with both parties on a regular basis.
- Jeff shared the research amount has increased from last year.

Action to Andy: Share budget with the committee members when finalized.

K. Update on NLT Conference/Group/Leisure Sales Staff Reallocation

Jeff shared that he is working with Sarah and the sales team on developing a strategy on key markets, geo and vertical markets. On the leisure sales side, the international markets the organization will likely pull back on is the UK and German market. Sarah has been working on an analysis on all our international markets.

L. Motion: Election of Chair/Vice Chair for FY 2020/21

Andy thanked Bill Wood for being committee chair for last year. Andy shared that the chair position alternate between the two organization and it will be NLTRA for next fiscal year.

Jeff shared that Brett Williams has accepted the invitation to be chair for the next fiscal year. Andy shared that he has nominated Heather Bacon to be Vice Chair for next fiscal year and she has also accepted.

Motion to approve Brett Williams as Committee Chair for Fiscal Year 2020/21. HENTZ/HORVATH/UNANIMOUS (WILLIAMS ABSTAINED)

Motion to approve Heather Bacon as Vice Chair for Fiscal Year 2020/21.
CHAPMAN/WILLAMS/UNANIMOUS (BACON ABSTAINED)

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M. New Business

Brett Williams questioned if there are more details about the drive markets? Amber shared they are expanding the drive market and looking at including Southern California. Lindsay emphasized they will be nimble and flexible as things change. Brett recommended looking at sending out our "secret season" message a little earlier than usual.

N. Old Business

No old business.

O. Adjournment

The committee adjourned at 4:34pm.

Submitted by Anna Atwood