

TRC Takeaways, May 24, 2018

Vicky Tebbetts, Chair, Vermont Travel Recreation Council

Monthly Meeting, Vermont Department of Tourism and Marketing,

May 17, 2018, 9:00 - 11:00 am

Attendees: Wendy Knight, Steve Cook, Jerri Lamson, Craig Whipple, John LaBarge, Heather Pelham Molly Mahar, Amy Morrison, Marji Graf, Willie Docto, Brian Cain, Ronda Berns, Susan Smith, Cindy Bailey, Chris Sluicer, Laura Parette, Ray McKenzie, Hilary DelRoss, William Moore and Haus Van Wells.

Actions Items from Meeting:

ACTION ITEMS	OWNER(S)	DEADLINE	STATUS
Sign up for VDTM's new quarterly industry enews for international marketing	Businesses/parties interested in international marketing	Ongoing	Sign up here: http://accd.vermont.gov/tourism/international-marketing-quarterly-newsletter-sign-up
Legislative Agenda Planning	TRC Members	Prepare to discuss 2019 Legislative Priorities	Meeting July 19, Molly Mahar to facilitate.
Stay to Stay Marketing Campaign – Partners to share content on social channels, enewsletters, websites.	Hilary DelRoss	June 1	Emailed to partners May 17 and 23; also images and suggested copy are available at: https://vermont.imagerelay.com/sb/135c886f-b069-4805-8b70-a2361c259fdd/stay-to-stay-promotional-assets
Survey regarding health and safety regulations for VDTM to explore reducing the regulatory burden for licensed lodging properties.	Licensed lodging properties	July	To be distributed by VDTM

Meeting Summary:

1. VDTM – Wendy Knight, Commissioner
 - VDTM is starting a quarterly newsletter for properties interested in international marketing.
 - Stay to Stay: NBC Night News is coming to cover Stay to Stay in Rutland in August. Hilary is working with partners to supply content to help spread the word to consumers of the opportunities offered over the weekends. VDTM is launching a paid media campaign for the pilot, to include Google display and video, paid social media, LinkedIn and YouTube. National coverage has included Washington Post, US News and World Report, and Livability.
 - VDTM is close to hiring a new Sales Manager and Communications Director. Wendy expects that they will join us at our July meeting.
 - The Agency announced last week that Vermont Life operations will cease the end of June due to ongoing financial deficits and a changing media landscape. The last issue— Summer 2018— was sent to subscribers and was on newsstands May 15. Subscribers will be refunded. Advertiser questions should be directed to Steve Cook. The State will retain the Vermont Life assets and will determine how to leverage the brand into VDTM and Think Vermont messaging moving forward.

2. Staff Reports
 - Steve Cook, Deputy Commissioner: The creative team is working on summer advertising. The total budget is \$390,000 with a match of \$100,000 from Cabot to go toward influencers, and \$50,000 in trade from SkiVermont. Advertising partners include Adara, Sojourn, and the Google Ad Network. VDTM has partnered for a new digital video delivery system for content and are piloting it with a piece entitled “Play Vermont” which was created in the 1950s.
 - Hilary DelRoss, Heritage and Recreation Specialist: Hilary is working with Seven Days on a promotion to parents of campers who come to Vermont. She is also providing content to partners of the Stay to Stay weekends, and with Vermont Fresh Network/DiginVT and the Vermont Agency of Agriculture Hilary has contributed to an International Culinary Trail.
 - Heather Pelham, Chief Marketing Officer: ThinkVT is embarking on their first paid advertising campaign, a \$10,000 pilot of Google display ads. The effort will be integrated with the Stay to Stay campaign. The Agency is also working together on “802 and You,” an newsletter for people who have expressed interest in relocating to Vermont.

3. Where Freedom Meets Unity: Creating a Vermont Brand Anthem
Michael Jager of Solidarity of Unbridled Labour joined the group for an hour-long immersion in, and exploration of, the Vermont brand.

Meeting adjourned at 11:04 am.

Next Meeting: July 19, 2018 | 10:00 am – Noon | Jay Peak Resort (details to follow)

As part of our meeting package, Jay Peak has offered an industry rate of \$95/night in a King Suite, with Pump House Water Park tickets for two, valid any time from July 19 – 22. Please call 800-451-4449 to book and mention the TRC Discount.