

Joint Promotional Program Meeting

Meeting Notes

Date: January 17, 2017

12:00 – 4:00

Location: Department of Resources and Economic Development

Invited members included (*absentees noted in italics*):

- ***Victoria Cimino, Director Travel and Tourism***
- **Jayne O'Connor, Chairman JPP, Regional Association Representative**
- **Chip Pappas, Vice Chair JPP, At Large Member**
- **Jim Morash, Attractions Representative**
- **Cynthia Foster, Lodging Representative**
- **Karman Gifford, Chamber Representative**
- **David Redfearn, Camping Representative**
- **Molly Mahar, Ski-Industry Representative**
- **Nancy Clark, Member at Large**

Other Attendees/Guests/Presenters: Staff members from the Department of Resources and Economic Development, Division of Travel and Tourism Catherine Goff, and Hilary Denoncourt.

Packets were sent to members prior to the meeting: Included was the agenda for the January 17th meeting, an applicant summary (FY17), financial report (FY17), lapse report averages, applicant history by fiscal year, applicant review forms, applications for the League of NH Craftsmen, Lakes Region Tourism Association, Mount Washington Valley Chamber of Commerce, New Hampshire Lodging & Restaurant Organization, White Mountains Attractions and Laconia Motorcycle Week Association, and scoring sheets.

Order of Business:

Committee Chair, Jayne O'Connor opened the meeting and briefly went over some housekeeping items. She informed the group of the status of the (not yet set) Governor and Executive Councils meeting schedule and when we might anticipate seeing a new schedule. A target date for having these grants sent to the Governor and Executive Council for approval is planned for late February or early March. There is a potential for a 5th round JPP meeting should funding still be available after the 4th round. The Chair went over current funding amounts remaining in the JPP fund for FY17.

Hilary Denoncourt took the floor and informed the group of the FY18/19 budget status and what could be expected going forward. She also talked about DTTD's contracted research company; SMARInsights, and updated the group on a recent presentation to DTTD on their work. Hilary reached out to the Committee and asked them for assistance in getting the word out to the industry of JPP funding opportunities

Catherine Goff reminded the Committee of their obligation to complete the Financial Disclosure forms. A current status on the Ski NH's request to reallocate funding on a past application was provided, and the section of the JPP Administrative Rules that addresses the notification

requirements for adding additional meetings or changing the dates of any already scheduled JPP meeting was reviewed with the Committee to insure future compliance.

Housekeeping items mentioned to all applicants prior to the organizations interview:

Anticipated target date for G & C, the scheduled date for the round 4 JPP meeting, remaining available funding and the applicant's obligation to notify the Committee of any anticipated lapses.

White Mountains Attractions – final score 82.8

Presented by: Charyl Reardon

Description and overall Goals of the project: International Marketing

The grant application detailed 1 project element: Discover New England Summit

Committee questions/comments:

The Committee asked the applicant if the program book was used as part of their out-of-state advertising collateral. The applicant responded by saying that it was and added that all sponsorships go on their website. The committee asked the applicant to provide a better financial breakdown identifying the in-state and out-of-state components of the DNE request made in this application

On a Motion: Jim Morash motioned to conditionally accept and fund this project – The projects conditional approval requires the applicant to provide a more detailed budget that factors in the in-state and out-of-state components. David Redfearn 2nd the vote. All in Favor. Motion passed.

Mt. Washington Valley Chamber of Commerce – final score 89.6

Presented by: Janice Crawford and Tad Furtado

Description and overall Goals of the project: Spring 2017 Outdoor Media

The grant application detailed 2 project elements: Project A Boston Digital Billboards and B Seacoast Bus Wraps.

Committee questions/comments:

The Vice Chair of the Committee asked the applicant to identify the number of clicks to their site that determines their success, he added that it would be great to be able to measure the number of site visits to the unique year over year and compare this to other metrics. The applicant responded and added that they attribute their increase in visitation to their billboards. She added that most of their numbers are coming from travelers in the state of Massachusetts. The applicant advised that their billboard projects were going very well and that for the money that they are spending - the billboards are providing a big return on investment. The Committee asked if campgrounds were included in their memberships. The applicant responded by stating that campgrounds are members and campground information is incorporated into their lodging section. The Committee commented that that this campaign was well thought out; however they did not see a mention of "value" in traveling during spring with regard to lodging.

On a Motion: Jim Morash motioned to approve the grant request for MWVCC in full, David Redfearn 2nd the motion. All in Favor. Motion passed.

League of NH Craftsmen – final score 61

Presented by: Kate Sussman and Miriam Carter

Description and overall Goals of the project: Taste of the League Promotional Campaign

The grant application detailed 6 project elements: Project A Print Advertising with Digital, Project B Print Advertising, Project C Online-Social Media Advertising, Project D Rack Card, Project E Daytrips & Destinations Expo and project F Creative Services.

Committee questions/comments:

The Committee asked how their site clicks have increased from year to year. The applicant quoted actual figures from 2015 (10,875) -vs- 2016 (15,489). The Committee asked if they were trying to increase their out-of-state attendance – the applicant replied – yes. The Committee asked the Applicant if their vendor members could solicit zip codes at the fair for measurement purposes. The Applicant will work to get this information. The Committee asked why they choose the show Daytrips & Destinations in Connecticut (Element E). The shows attendance is low and there is no information contained in the application that shows the percentage of visitors that are coming from this state to insure a good return on investment. In future applications, remove the notation on any further quotes from Sullivan Creative that indicates that specific line items are eligible for a 50% match from JPP funds. The Committee suggests that any marketing plan going forward be based on past advertising/marketing results. In future submissions, the Committee will need to see a more focused marketing plan.

On a Motion: Nancy Clark motioned to approve a portion of the grant request for the League of NH Craftsmen. Element E is denied (\$550.00 (50% of ask)). This partial approval is contingent on the Applicant submitting a new budget breaking out the in-state and out-of-state dollars to include an itemization of all in-state expenses. Cindy Foster 2nd the motion. All in Favor. Motion passed.

Lakes Region Tourism Association – final score 69.8

Presented by: Kim Sperry

Description and overall Goals of the project: 2017 Winter Promotion/Group Tour and Meeting Planner & Industry FAM's

The grant application detailed 2 project elements: Project A 2017 Winter Promo/Group Tour, Wedding and Meeting Planner FAM, Project B Lakes Region Industry & Tour Operator FAM

Committee questions/comments:

The Committee discussed the projects and the probability of the in-state portion of this request being construed as training (Project B). The Committee commented on the invitation sample

contained in the application and stated that for the cost - the sample should have been a much better sample/design. The Committee asked how the planners were selected and indicated that-as important as FAM tours are – it is not the best plan to mix wedding planners with corporate planners. Being very different, each should be pitched in different ways.

During this interview, the Applicant handed out a letter of request to reallocate funds from a previously approved application. The past approval allow match funding to the Lakes Region Tourism Association to send a representative to the ABA Marketplace. The request was asking to reallocate those funds to allow Lakes Region Tourism Association to attend the National Association of Sports Commission's 25th annual Sports Event Symposium in place of the ABA Marketplace event.

On a Motion: Jim Morash motioned to partially approve the grant for the Lakes Region Tourism Association. Element B is denied (in-state request for \$1,111.00). Molly Mahar 2nd the motion. All in Favor. One opposed (Jim Morash) Motion passed.

On a Motion: Jim Morash motioned to deny the change request. Nancy Clark 2nd the motion to deny the request. All in Favor. Motion passed.

With this, the Committee discussed JPP Administrative Rule # 3303.13 “any addendum to a previously approved application shall be prohibited.” It is recommended that Lakes Region Tourism Association return the funds by addressing a letter to the JPP Administrator explaining the reason for the return. If the Organization would like to pursue funding for the National Association of Sports Commission event they should do so by submitting a future application to the Committee.

New Hampshire Lodging & Restaurant Organization - Final score 77

Description and overall Goals of the project: Restaurant Week New Hampshire 2017

Presented by: Mike Somers, Lindsay Elitharp and Jess Kellog

The grant application detailed 2 project elements: Project A Restaurant Week in-State Marketing and Project B Restaurant Week Out-Of-State Marketing

Committee questions/comments:

The Organization briefed the Committee on their successes of the previous year. They advised that they had 7 celebrity chefs who were instrumental in contributing to their success. The applicant explained that they determined that they had put too much money into collateral materials - in the previous year - and will reduce future purchases accordingly and spend the money saved from the purchase/distribution of collateral material on media buys. The organization identified the challenges accompanied with getting quality surveys returned from participating restaurants/businesses to assist in project measurements. The small amount of feedback that the Organization received indicated that some specific geographic areas have better participation/visits than others. The geographic areas doing good/bad were identified. The Committee would like to see more participation on their site and the Organization explained that they were in the process of providing better member pricing in an attempt to increase participation. The Committee asked the Applicant why they had selected to do business with

weather.com. The response was “plans are made based on weather patterns – this is a good way to reach travelers who plan trips around the good weather.” The Committee would prefer a year-round approach to raising awareness about NH culinary –vs- a month-long campaign.

On a Motion: Jim Morash motioned to approve the grant request in full. Chip Pappas 2nd the motion. All in Favor. Motion passed.

Laconia Motorcycle Week Association – Final score 76

Description and overall Goals of the project: LMWA Trade Shows

Presented by: Charlie St. Clair and Jennifer Anderson

The grant application detailed 1 element: Project A Trade Shows

Committee questions/comments:

The Committee would like to see better tracking of conversions and consumer information collected. The Committee asked for a sense of collateral materials distributed to trade shows. The Applicants response was that they handed out between 7,000 to 10,000 pieces annually. The Committee asked about the demographics of the selected trade shows. The Applicant advised that there is usually a good mix, but for the most part, the audience is young families. The Applicant explained that they do not always select the same shows to attend (annually) but they follow the International Motorcycle Shows. These shows insure the best return on investment.

On a Motion: Karman Gifford motioned to approve the grant request in full. Molly Mahar 2nd the motion. All in Favor. Motion passed

On a Motion: Jim Morash motioned to set the date for a 5th round of JPP hearings to take place on May 16, 2017. Cindy Foster 2nd the motion. All in Favor. Motion passed.

On a Motion: Jim Morash motioned to adjourn the meeting. Chip Pappas 2nd the motion. All in Favor. Motion passed.

Meeting Adjourned:

The meeting adjourned at 4:00 pm.

Cg

January 17, 2017