

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
 North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank**
 Placer County Representative: **JJ Jansen**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum

Committee Members in Attendance/on Phone: Caroline Ross, Stephen Lamb, Joy Doyle, Jody Poe, Liz Bowling, Aaron Rudnick (NLTRA Board Member)

Others in Attendance: Amber Burke

2. Public Forum-Any person wishing to address the BACC on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.

3. Agenda Amendments and Approval – MOTION

MOTION TO APPROVE Agenda: M/S/C Joy/Steve/6-0-0

4. Approval of Meeting Minutes

a. Thursday, August 9, 2018 – **MOTION**

MOTION TO APPROVE August 9, 2018 Meeting Minutes with the following change:

- **Under 6. Strategic Discussion, remove the word defunct in the 12th bullet point**

M/S/C Joy/Steve/6-0-0

5. BACC Budget & Calendar Overview – Amber Burke (10 min)

a. 17.18 Budget

- Within the Music Campaign, \$3,326 is remaining to be billed which will make the campaign total \$20,190. The remaining line items are scheduled to be billed by November 2, 2018.
- Within the Peak Your Adventure Campaign, \$4,166 is remaining to be billed which will make the campaign total \$20,000. The remaining line items are schedule to be billed by November 2, 2018.

b. 18.19 Budget

- No changes have been made to the 18.19 budget at this time.

- The only budget with approved charges is the Shopping Campaign. JVP Communications will bill upon consumption so the number listed is the forecast amount.

Action/Motion Items:

6. Discussion and approval of proposed BACC Restructure – Amber Burke & Liz Bowling (20 mins) – MOTION

- Amber reviewed the Committee Restructure document. She stated that Amber, Liz and Cindy met with JT (TCDA), Joy (NTBA) and Caroline (SVBA) prior to the meeting to review the document.
- NLTRA would like to keep the BACC committee members still involved in the discussion and approval process for the \$80,000 earmarked for in-market advertising. The recommendation is to have the BACC members co-attend five (5) Tourism Development Committee meetings, as voting members, to advise on the funds. The Tourism Development Committee will adjourn from their meeting and reconvene with both the Tourism Development and BACC Committee members, all as voting members.
- Discussion on what would be required to establish a quorum of the BACC Committee members was discussed and the recommendation is that four of the business association groups needed to have at least one voting member present.
- Joy said she would like to see mention within the document or in initial discussion with the Tourism Development Committee to highlight the BACC’s strategy to encourage visitors to experience the entire region both seasonally and geographically.
- Amber said she would send a final meeting schedule to the current BACC members after the Tourism Development approves the changes. One item she is considering is having the BACC members at the November Tourism Development Committee meeting since that is where the 2019 Partnership Funding recommendations will be made for approvals.
- The intention is to bring the Tourism Development Committee up to speed on the past year of BACC campaigns at the first joint meeting.
- BACC members will additionally be invited to join the Chamber Advisory Committee to keep them involved with the Chamber and to be able to focus on initiatives for them to work in conjunction.
- Joy wanted to make sure staff are thinking about the potential size of the group when selecting meeting locations for the joint Tourism Development/BACC meetings.

MOTION TO APPROVE the proposed BACC Restructure: M/S/C Steve/Caroline 6-0-0

Discussion & Strategy:

7. August Campaign Recaps – Amber Burke (10 mins)

- a. Peak Your Adventure
- b. Summerlong Music
 - Music campaign saw the highest impressions, engagement, clicks to GTN.com and new Facebook followers among the PYA, Music and Shopping canvas ads.
- c. Shopping
 - The shopping canvas ad saw higher engagements periporally with the number of impressions.
 - Joy wanted to make sure we craft messaging to regional retailers regarding the cancellation of the Holiday Shopping Contest and that all entities sync when the messaging goes out.
 - Amber agreed to craft a draft message.
 - Amber/Liz will notify the Truckee Chamber of Commerce.

8. Shopping Video Update – Amber Burke & Liz Bowling (15 mins)

- Amber reported that the video shoots were going well and that it had been great to see all the interesting content being collected through them. Once the initial videos are complete, it might be worthwhile to see if we should utilize the remaining footage to highlight a few of the interviewees in a Luminaries Short format.
- The hope is to still launch the video series in October/early November 2018.

Other Items:

9. Committee Member Reports/Updates from Community Partners (1-2 mins each)

- Amber let the committee know the proposed schedule for the 2019 Partnership Funding Cycle
 - Applications Due: 11/2
 - Applicant Presentations: 11/20
 - Recommendations Presented to the Tourism Development Committee: 11/27
 - Recommendations Presented to the Board of Directors: 12/5
- She asked BACC committee members to let her know if they'd be open/interested in serving on the selection committee as long as they are not planning to apply for funding. The goal is to have a diverse selection committee.

10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
