



## north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

### **BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES**

**Wednesday, April 9 – 9am**

**North lake Tahoe Visitor Information Center**

#### MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Eric Brandt, Kali Kopley, Joy Doyle, Caroline Ross, Michael Gelbman, Rob Weston, Kay Williams, Amber Burke, Nate Burch, Ginger Karl, Mike Young, and County Representative: Dave Snyder

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Judy Laverty, Andy Chapman and Julie Appleford

#### **OTHERS IN ATTENDANCE:**

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

1. The Business Association and Chamber Collaborative meeting was called to order at 9:07am by Caroline Ross and a quorum was established.

#### **B. Public Forum**

1. Andy Chapman discussed the meeting held last week with the Nordic group. Continue to move forward and has the makings of a Nordic council that could also have a funding mechanism behind it. Talking about an interchangeable ticket next winter.

#### **C. Agenda Amendments and Approval**

**M/S/C (Kopley/Gelbman) (11-0-0) to approve the BACC agenda for April 9**

#### **D. Approval of the Meeting Minutes**

**M/S/C (Williams/Doyle) (11-0-0) to approve the BACC minutes from March 13**

#### **E. Northstar Marketing Grant Presentation**

1. Nate Burch presented Northstar's plan for the production and distribution of the Northstar Magazine.
2. Their goal is to create a stand-alone awareness about the Village at Northstar to drive business year-round.
3. Looking at the ROI from last year they didn't print as much since they didn't do the distribution in years past.
4. The intent is for this to be a year round piece with distribution five months in the summer and five months in the winter.
5. The full application is included in the packet.

**M/S/C (Williams/Gelbman) (11-0-1) to recommend to the BOD approval of the \$10,000 community marketing grant for 2013/2014**

#### **F. Squaw Marketing Grant Presentation**

1. Caroline Ross presented her ROI from the previous grant cycle.
2. They will use a portion of the funding to continue distributing the guide and map that includes all of the businesses in the valley and promotes them as a year round destination.
3. The second portion of funding will be used for an out of market campaign to drive visitation and room nights over the Memorial Day weekend.
4. The full application is included in the packet.

**M/S/C (Doyle/Gelbman) (11-0-1) to recommend to the BOD approval of the \$10,000 community marketing grant for 2013/2014**

## **G. 2013/2014 50K Product Development Spend Discussion**

1. Caroline discussed the need to fine tune spend of the \$50,000 that was approved for the High Notes and Peak Your Adventure campaigns.
2. The final scope of work is in the packet.
3. High Notes
  - i. Focus is on three components: free music every day; headliners; festivals.
  - ii. Discussion on the print media plan.
  - iii. Eric thinks that it is beneficial to change the ads throughout the summer so information remains current.
  - iv. Nate suggested that a sub-committee should be in charge of creating a deadline calendar and designing the ads.
  - v. Ginger will be responsible for the placement of the ads.
  - vi. Sub-committee is Caroline, Kay, Amber, Ginger, Joy, Eric, Andy and Mike Y.
  - vii. Events need to be submitted on gotahoenorth.com so they can be added to the High Notes page.
  - viii. Discussion on keeping the focus on music events so the page doesn't become too cluttered.
  - ix. Sandy suggested that the committee reviews the High Notes page each month during the meeting to determine if it is too cluttered with restaurant events.
  - x. Summer campaign will begin mid-May.
  - xi. Will place an ad on the back page of the visitor's guide.
4. Peak Your Adventures
  - i. Nate would like to send RFPs out to a couple of third party agencies for an all-inclusive approach in creative, management and social media advertising.
  - ii. Michael G. would like to confirm that the marketing includes print as well as social media.
  - iii. Discussion on creating the ad for the campaign.
  - iv. Nate mentioned that we run the campaign through the NLTRA's Facebook page.
  - v. Discussion on how to track the campaign.
  - vi. Nate clarified that the third party agency would be for social media advertising only.
  - vii. Sugarbowl and Homewood should be included in this campaign.
  - viii. Sub-committee will meet to discuss the advertising plan.
  - ix. Sub-committee members are Michael G., Caroline, Nate, Eric, Andy.
  - x. Caroline wants to ensure that the shopping and dining aspects remain in the forefront.
  - xi. Campaign will go live around Memorial Day weekend.
  - xii. Caroline suggested that we skip the visitor guide for Peak Your Adventures.
  - xiii. Discuss tracking metrics at the May meeting.

## **H. 2014/2015 70K Product Development Discussion**

1. Sandy announced that the county has told us that our start number is flat to last year.
2. Our next opportunity to increase that amount is in May if March's receipts come in better than we expect them to.
3. Caroline suggested to table this until the June 2014 meeting.

## **I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)**

1. Michael announced that the TCDA hired a new Executive Director, Stacie Lyans, her first day will be May 1<sup>st</sup>.
2. Joy and Ginger are going to facilitate the Touch the Lake drawing.
3. NTBA is putting on a free seminar on how to write a blog on May 8<sup>th</sup>.
4. Kay needs to get final submissions for the Opening Day at the Lake brochure.

## **J. Adjournment**

1. The meeting was adjourned at 10:59am.

Submitted By:  
Julie Appleford  
Executive Assistant  
NLT Chamber/CVB/Resort Association