



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
MEMBERSHIP ADVISORY COMMITTEE
Wednesday, October 10, 2012 – 9:30am
NEW LOCATION**Tahoe City Visitor Information Center!******

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."

Meeting Ground Rules inclusive of the 9 Rules of Civility

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee
Members**

NLTRA Board:

*Kaliopé Kopley
Valli Mumane*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Steve Hoch
Tahoe City Downtown Assoc.*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Assoc.*

*Mike Young
Incline Community Business
Assoc.*

*Cassandra Sharp
Village at Northstar Assoc.*

*Joy Doyle
North Tahoe Business Assoc.*

*Michael Gelbman
Sierra Sun*

*Maja Thaler
Sandbox Studio*

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Membership Advisory Committee 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 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
 - June 13, 2012 and August 8, 2012 Meeting Minutes
- E. CEO Update – Sandy Evans Hall (5 minutes)
- F. Business Directory Update – Deanna Frumentti (5 minutes)
- G. Discussion: Business Association Collaborative Proposed Change (15 minutes) (**Motion**)
 - Determine dates and times of meetings
- H. Membership Program and Project Updates – Deanna Frumentti (5 minutes)
 - Upcoming Membership Activities
 - Winter Calendar
 - Business Association Member Incentives
- I. Discussion: Shop Local Program –Joy Doyle (40 minutes)

County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

- J. Committee Member Reports/Updates from Community Partners
(5 minutes)
- K. Standing Reports
 - Monthly Business Plan Implementation Report
- L. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-10/5/2012



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

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, June 13, 2012 – 9 am

Tahoe City Visitor Center

PRELIMINARY MINUTES

Committee Members in Attendance: Maja Thaler, Mike Gelbman, Joy Doyle, Kali Kopley, Kay Williams, Steve Hoch, and Becky Moore,

Resort Association Staff: Sandy Evans Hall, Judy Lavery-Capach, Deanna Frument, and Jessica Walker

Others in Attendance: Pettit Gilwee and Dave Snyder

1. Call to Order – Establish Quorum

1. The Membership Advisory Committee meeting was called to order at 9:06 am by Chair Kay Williams and a quorum was established.

2. Public Forum

3. Agenda Amendments and Approval

M/S/C (Kopley/Thaler) (6-0-0) to approve the Membership Advisory Committee minutes of May 9, 2012.

4. Approval of the Meeting Minutes

M/S/C (Gelbman/Young) (6-0-0) to approve the Membership Advisory Committee minutes of May 9, 2012.

5. CEO Update

1. Sandy Evans Hall gave an update on the new Visitor Center. It is now open and the conference room this meeting is in is available to rent out.

2. Sandy also discussed the IRONMAN Contract that is in the works. There should be an announcement in the next week or so. The contract is for a 5-year time frame. She then gave overview of the course. There will be about 2500 participants each traveling with about 4 guests and initial thoughts are that they will be staying 5-6 nights.

6. Squaw Valley Business Association 2011/12 Grant presentation (Motion)

1. Becky Moore, SVBA, gave a grant presentation for a new Squaw Valley Map. SVBA is 8 different entities, 6 lodging, Squaw Valley and Squaw Village. The project is a new map designed to emulate the Go Tahoe North map. The map design has already been completed by Sandbox Studios

and first half of the printing will be starting this week. They are requesting an additional \$10,000 to complete the printing and distribution of the map. This will include a summer and winter distribution plan and collateral for wedding planners. The map will include everyone, even businesses that are not part of SVBA.

M/S/C (Hoch/Williams) (5-0-1 Abstention Becky Moore) to grant up to \$10,000 to the Squaw Valley Business Association for marketing

7. Tahoe City Downtown Association 2011/12 Grant presentation – Steve Hoch (17:55)

Steve Hoch, TCDA, gave his grant presentation for the TCDA. He discussed the grant money received last year and the return on investment (ROI). He then gave an update on how last years grant money was spent, Capitol Public Radio, print, Sierra Sun, TC walking Map, and special events and promotions.

Moving forward they would like to spend more of the grant money on events, 55%. The requested funding of up to \$10,000 will be spent on signage, collateral, pr, web, Facebook, print advertising, radio advertising, and some TV advertising.

M/S/C (Gelbman/Kopley) (5-0-1 Abstention Steve Hoch) to grant up to \$10,000 to the TCDA for marketing.

8. Membership Program and Project Updates - Deanna

1. Deanna Frumentti, Membership Manager, gave an update on upcoming Membership Activities

- June 14, Mixer at Porter-Simon, 5-7pm
- June 15, Greek Glendi at Mourelatos Lakeside Resort
- The Business Expo will be rescheduled in the fall due to so many other events going on during the end of June
- June 26, ChamberEd class, "Learning to Network" prior to the Tuesday Bluesdays mixer in Squaw
- June 26, Tuesday Bluesdays Kickoff, joint mixer with the Truckee Chamber and SVBA.

2. Deanna then gave a recap on the Opening Day at the Lake promotion. It was primarily Chamber members and North Tahoe Business Association members who participated. While it was a great first attempt there are certainly some things to improve on. Some ideas include starting earlier, creating a domain, and encouraging more participation from the business associations. Specifically it would be nice to get more retail participation.

The comments from the committee members echoed Deanna's recap with starting promotion to business owners earlier being the most important thing for next year. Some other comments included offering incentives for participating and sending out a "save the date" as soon as possible.

9. Presentation: Expanded Night Rider Service/ Water Shuttle Update

1. Ron Treabess, NLTRA, gave a brief report on summer transportation. He explained the increase in service during the busy summer season. He also talked about the North Lake Tahoe Express and how they are revising route times and way that we pay operator. We will now be collecting revenue and paying the operator a set fee. The other change is in Night Rider. In past it has been provided by three operators, TART, Airport Mini Bus and Northstar. One goal is to establish identifiable bus and this year there will be just two operators, Airport Mini Bus and Northstar. This summer it was decided to experiment with running the shuttle later in the evening. Steve Hoch and other establishment owners approached the Board with request to extend even later, until 2am. The business owners have put forward some of there own money and are requesting funding from the Board for up to \$10,000. Hopefully the program will be approved and the shuttle will be a great success.

2. Ron also discussed water shuttle project. Its been in the works and discussed for years. There is money in place from TOT dollar to support this program for three years. TRPA permitting is in place for a temporary 2-year permit. Boat operator contract is in place and could be signed today. There will be four docks for this summer, The West Shore Cafe, Tahoe City Marina, Garwoods, and the Tahoe Vista boat launch. The shuttle is "bus service" and will do 5-6 loops a day and the boat carries up to 12 passengers and racks for up to 10 bikes. Paddleboards will also fit. Service will be beginning around July 20th and run through the end of September. Cost of tickets will be around \$7-10. The purpose of the shuttle is alternate transportation during busy time of day. It also provides an opportunity for more people to get out on the lake.

10. Committee Member Reports/Updates from Community

1. Kay Williams asked for help with West Shore Jazz in the Park at Sugar Pine Park on September 8th. They need to provide shuttles for the event and are looking to borrow some shuttles for the day. They also need volunteers for the event.

11. Standing Reports

1. Dave Snyder, Placer County, announced the new placer county CEO, Dave Boesch. He was unanimously approved yesterday by the Board of Supervisors yesterday. He will start Monday and everyone is excited and lucky to have him.

2. Dave said that both him and Deanna have spoke with Bill Brigs, the owner of the old Placer County building on the West Shore. He is looking to sell his property and we would like to assist with either finding him a buyer or a tenant.

3. Dave mentioned that there is an event coming up in Loomis, the Content Creation and Distribution Expo. It's a great event for people in digital/media world.

4. Dave also announced the meeting of the Gold Country Broadband on 21st in north Auburn. The group is working to bring better Internet to the underserved areas of Placer County. He would like to have a Tahoe representative at that meeting

5. Lastly he mentioned that there are some behind the scenes meetings at Placer County working to streamline permitting. Also a discussion on how to do better on customer service, wayfinding, etc.

6. Sandy mentioned that the area plan committees are meeting tonight at Granlibakken from 6-9pm.

7. Mike Young mentioned that the Incline 2020 Vision Plan is meeting next week. Also, that there is a new shuttle from Incline Village to Sand Harbor.

12. ADJOURNMENT

1. The Membership Advisory Committee meeting adjourned at 10:21 am.

Submitted By:
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association



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

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, August 8, 2012 – 9:30 am

Tahoe City Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Mike Gelbman, Steve Hoch, Sherina Kreul, Cassandra Sharpe, Dave Snyder, Joy Doyle, Kay Williams

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Deanna Frument, and Jessica Walker

OTHERS IN ATTENDANCE: Pettit Gilwee, Becky Moore, Dave Snyder

1. CALL TO ORDER – ESTABLISH QUORUM

1. The Membership Advisory Committee meeting was called to order at 9:40 am by Chair Caroline Ross and a quorum was not established.

2. PUBLIC FORUM

1. Joy Doyle, NTBA, inquired about the Special Event Grant Money and when the deadline for that application is. It will be discussed at the next meeting.

2. Joy Doyle also commented about this committee and what she feels is a lack of structure with these meetings. In the past there was a monthly chamber business plan, which was reviewed and updated with goals and objectives. There was then a discussion on what exactly this committee's focus should be about.

It was determined that staff will come up with a plan about the structure and timing of the Membership Advisory Committee and present it to the Committee at the next meeting

3. AGENDA AMENDMENTS AND APPROVAL

1. Agenda is approved by acclimation.

4. APPROVAL OF THE MEETING MINUTES

1. The June Membership Advisory Committee minutes were not approved due to lack of quorum.

5. CEO UPDATE

1. Sandy Evans Hall gave an update on the new Water Shuttle. The shuttle is off to a great start, it is running daily to 4 docks, and it accommodates up to 12 people and 8 bikes. You can make reservations on your smart phone or even on the boat. Sandy gave an overview of the pricing structure as well as the schedule. The goal is to be able to include new routes, time, and stops in the future.

2. Next Sandy gave an update on the Regional Plan Update. There is a meeting tomorrow morning with the TRPA. There is a bi-state coalition working together on some big issues. One of the biggest issues is in regards to the high water mark. The plan update says that anything within 300 ft of the high water mark will be stuck in the old rules and regulations. This has serious repercussions on Tahoe City, Kings Beach, and Tahoe Vista as the 300ft. includes almost all of these areas. The plan has also classified the Tahoe City Golf Course as a Stream Environment Zone which is not ideal. A Task Force has been formed to work on these issues.

6. Business Directory Update

1. Deanna discussed the new business directory on GoTahoeNorth.com. She walked the committee through the new website. She discussed the different sections such as coupons, online application, event website. She also explained the difference between a standard and enhanced listing.

Next, Deanna will be working on the resource guide which will include news, podcasts, and webinars. It will also have links to the different business associations.

7. Discussion: What classes/education provide the most value to businesses owners in North Lake Tahoe

1. The committee had a discussion about what type of ChamberEd Classes business owners would find most beneficial. Some of the suggested topics are as follows:

- TRPA and their BMP's
- ADA requirements
- Negotiating a lease/initial steps of new business.
- Certification classes for employees.
- Safety/shoplifting
- Dealing with pressures from social media/ threatening. Complaints on Yelp/trip advisor.

8. Membership Program and Project Updates

1. Deanna Frumentti gave an update on the upcoming Membership activities

- September 13, Mixer at the North Lake Tahoe Bonanza in Incline Village
- September 18, ChamberEd Class: Networking
- September 18, Holiday mixer at the Resort at Squaw Creek
- September 20, Mixer at Incline Village Community Hospital

2. Wage and Salary Survey

- Staff is working on a wage and salary survey for the fall. It will be hospitality based and staff will be reaching outside of Chamber membership for participants. Any participant will be able to obtain the data collected. For non participants the data will be available for a fee.

9. Presentation: Visitor Information Center (VIC) Membership Opportunities

Deanna talked about the VIC Membership Opportunities. A complete list was included in the Packet. Some of the ideas include; coffee sponsors, kiosk rental, window displays, business of the month, etc. There will also be sponsorships for events, for example Gallery Keoki is having a book signing at the center.

The committee discussed that they feel like sponsorships are great, but they feel it would be beneficial to have a comprehensive list of events and activities, both for visitors and businesses. For example a place for flyers would be useful.

10. Committee Member Reports/Updates from Community Partners.

1. Caroline Ross reminded the group that Brews, Jazz, and Funk is this upcoming weekend and Peaks and Paws is in two weeks. She also said that Wanderlust was a big success.
2. Sandy mentioned that there will be staff representation at both the Copper and Whistler Wanderlust events to represent North Lake Tahoe.

11. Standing Reports

1. There was no Monthly Business Plan Implementation Report

12. ADJOURNMENT

1. The Membership Advisory Committee meeting adjourned at 11:21 am.

Submitted By:
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association



Plan for Out-of County Businesses in the Business Directory

In an effort to promote our members and keep visitors within the Placer County and Incline Village areas, the Business Directory will no longer be listing non-members. On October 1st the process to eliminate non-members out of the online Business Directory will begin.

The first step is to send a notice to all businesses outside of Placer County currently listed on the Business Directory. If they decline membership, they will be removed from the Business Directory by November 1, 2012. We have proposed that twenty one businesses be left on the Business Directory regardless of member status because they are destination visitor drivers.

The second step is to use the remaining Placer County and Incline Village non-member businesses as a list for prospecting new members. All Placer County and Incline Village businesses will be given the opportunity to become members or will be deleted out of the Business Directory by January 1, 2012.

Lodging within Placer County and Incline Village are an exception and will be included within our marketing and publications regardless of membership.



Membership Committee – Business Association and Chamber Collaborative

Due to concerns expressed by Membership Advisory Committee Members, the Chamber has evaluated the current focus of the Membership Advisory Committee. It may be of more value to the community of North Lake Tahoe to become a Business Association and Chamber Collaborative to work together to help the businesses of North Lake Tahoe thrive. The primary functions of the Collaborative are to allocate Marketing Grants and collaborate on events, calendars, opportunities and programs.

Primary Functions

1. Marketing Grant allocation and ROI
2. Event Calendar collaboration
3. Program collaboration & opportunities
 - a. Wage and Salary Survey
 - b. Visitor Guide/Map revisions; Visitor Center programs
 - c. Gift Certificate program
 - d. Education programs
 - e. Regional event promotion and ancillary activities
 - f. Advocacy issues
 - g. Gateway Lighting
 - h. Night Rider
 - i. Skier Shuttle
 - j. Special event grants
 - k. Shop Local
 - l. Winter/Summer promotions
 - m. Sidewalk sales
4. Proposed Meeting Schedule: every other month
 - a. November 14th/May 8th – Marketing Grant cycles
 - b. March/September – Events Calendar collaboration, VG/Map revisions
 - c. January/July – Program collaboration
5. Bi-Monthly Update - Communication piece
6. Agendas
 - a. Keep the CEO updates
 - b. Time limits for agenda items
 - c. Meeting duration 1.5 hours - 2 hours maximum



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North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

October

- | | | |
|----|--|---------|
| 18 | Event-Annual Membership Luncheon
North Tahoe Event Center | 11:30-2 |
| 25 | Mixer-Halloween Mixer Sierra Sun | 5-7 |

November

- | | | |
|----|--|--------|
| 15 | Expo-Winter Expo
Squaw Olympic Valley Lodge | 3-7:00 |
| 29 | Mixer- Northstar | 5-7 |



Business Associations and the Chamber of Commerce

The North Lake Tahoe Chamber and Business Associations have a very positive synergistic relationship. While being a member of the Chamber extends your promotional reach to all of North Lake Tahoe, nationally and internationally, a Business Association is a great way for you to create visibility in the community within a smaller defined geographic area. Depending on the nature of your business, a local Business Association membership could be significant to you as a local business owner or salesperson.

How We Work Together

- **Grants** – Supporting local events and marketing efforts
- **Events** - Promoting, coordinating calendars and ancillary activities
- **Programs** – Educating, creating visitor programs, and supporting programs (i.e. Shop Local)
- **Advocacy** – Working together through issue education and awareness

Chamber Bucks Program

Our members who are also part of Business Associations are eligible to receive Chamber Bucks when they join or rejoin the Chamber. Joining more than one association can be expensive for a small business owner and we respect that and want to help. Chamber Bucks may be applied to any Chamber sponsorship, marketing, and function registration fees. Chamber Bucks expire one year after they are issued.

New and returning Business Association members are entitled to:

2 \$10 Chamber Buck Coupons for new members

1 \$10 Chamber Buck Coupon for returning members

Chamber Buck coupons can be used towards:

- Chamber events (i.e. Luncheons, Award Dinners, Expo booths, etc.)
- Coupons
- Sponsorship opportunities
- E-blasts
- Banner Ads on the Business Directory of GoTahoeNorth.com

Shop Local Contest Program 2012

Partners NTBA / TCDA / ICBA

The Program

The program was launched in 2007 and last year over 400 contest cards were turned in representing more than \$80,000 spent at participating local North Shore businesses during the promotion period from Thanksgiving through December 31. \$80,000 represents a 2.6 times more dollars spent compared to 2010 contest.

In October/early November each partner solicits businesses in their district to participate in the program and confirms card drop-off locations. 40-50 businesses should be the minimum target.

Two-sided Rack Cards are printed and the cost divided evenly among the partners.

In early November, businesses receive an information sheet, cards and stickers. Each partner is responsible for handling distribution in their district and providing stickers to participating businesses. Businesses are asked to promote to customers by asking if they have heard of the program and if they haven't, inform them and hand them a contest card.

For every \$20 spent in a participating business, the customer receives a sticker (on the back of their contest card). Customers must turn in their contest cards by Dec 31 to participating drop off locations printed on the back of the card. There is a place for them to provide their contact information.

All cards with three or more stickers are eligible for the drawing.

Each partner is in charge of providing three prizes valued at minimum of \$25/each for the contest winners. In the past NTBA has provided tickets to our events; Passport to Dining and July 3rd Deck Party. For 2011 NTBA solicited Tahoe Dave's for the Grand Prize – \$500 gift certificate – \$250 was paid to Tahoe Dave's by NTBA and \$250 was donated and we received a second grand prize from Shooting Star Bed & Breakfast for a 2-night stay valued at \$500). For 2012, because the amount of publicity Tahoe Dave's received last year, they may be willing to make a straight donation, or we may consider approaching someone else, otherwise, each partner needs to split the cost of purchasing the grand prize.

In early January, each partner is responsible for collecting all of the contest cards. All organizations get together and draw and notify the winners (divided evenly) and distributed the prizes.

Marketing

In early November, a press release is distributed to local print media outlets and distribute a PSA as well.

The complete list of participating businesses are listed on business association websites.

Each partner promotes to their association members / databases through their normal marketing channels; newsletters, email newsletters, website, etc.

After the drawing in January a press release is distributed to local print media outlets with how much was spent in participating businesses, how many cards were collected and the winners.

SHOP LOCAL & WIN PRIZES

Thanksgiving to Christmas

Shop at your favorite local retailers from Tahoe City, to Kings Beach, to Incline Village from Thanksgiving through Christmas and enter to win great prizes, including the Grand Prize of a **\$500 Tahoe Dave's Gift Certificate!**

For each \$20 spent you'll receive a sticker.
Turn in your card with 3 or more stickers,
and you're entered to win!

Participating retailers at

- VisitInclineVillage.com
- NorthTahoeBusiness.org
- VisitTahoeCity.com



- RULES:**
- Contest cards and stickers available at participating business listed on the websites above.
 - Contest cards with 13 or more stickers are eligible for the Grand Prize Drawing.
 - Drawing to take place in early January 2012.



DROP OFF CARDS AT THE FOLLOWING LOCATIONS:

KINGS BEACH: North Tahoe Event Center, Plumas Bank, Sierra Shirts & Shades, Tahoe Dave's, Noah's Video

TAHOE CITY: Visitors Center, TCDA Office, Geared for Games, Tahoe Dave's, Plumas Bank

INCLINE VILLAGE: Dress the Part(y), Visitors Center, The Potlatch, Village Toys, Incline Spirits

CARDS MUST BE TURNED IN BY JANUARY 3, 2012

Please print your complete information to win!

Name _____

Phone _____

Email _____

Pick 3. Spend 50. Save your local economy.



Please join us in supporting the movement to strengthen independent, locally owned businesses. For information, visit:

the350project.net