



north lake tahoe

BUSINESS ASSOCIATION AND CHAMBER COLLABERATIVE

Minutes

Thursday, March 8, 2017, 3:00pm

Tahoe City Visitor Center

Committee Members in attendance: Caroline Ross, Joy Doyle, Jody Poe, Jessi Whalen, JJ Jansen, Steven Lamb, NLTRA Board Member: Aaron Rudnick (Via Telephone)

Staff Members in attendance: Amber Burke, Cindy Gustafson, Dawn Teran

A. Meeting called to order 3:08.

B. Public Forum

- Cindy gave an update regarding NLTRA Board Elections; 6 elected confirmed. Current Board discussed 4 at large-decided to leave #5 vacant to fill at a later date. Karen Plank is Placer County at-large seat.
- Anyone can join call-in NLTRA Board Meeting next week
- Board members have 2 year terms.

C. Agenda Amendments and Approval

MOTION to approve agenda. M/S/C Joy/Jesse/6-0-0

D. Approval of meeting Minutes

1. Thursday, December 14, 2017
2. Thursday, February 8, 2018

MOTION to approve BACC meeting minutes from December 14, 2017 and February 8, 2018. M/S/C Steve/Jody/6-0-0

Item E. BACC Budget & Calendar Overview

- Amber reported that the budget is on track.

E. Action Items

1. 17/18 Community Marketing Grant Presentation and possible approval – Squaw Valley – Caroline Ross

- Caroline reviewed Richtor7 ROI from the Marketing grant they received last year. She reviewed her grant request for the 17.18 fiscal year. All Squaw Valley lodging properties submitted offers and are in the report except Resort at Squaw Creek due to staffing turnover. Lodging partner booking information from the last grant was tracked and included. Squaw Valley Lodge and Village at Squaw Valley conversions is not included due to an error.

- For this request, would like to offer a similar campaign focusing on this coming spring. The call to action is to book lodging. Will be tracking lodging information this year and will provide that information.

**MOTION to approve the 17/18 Community Marketing Grant request for Squaw Valley. M/S/C
Joy/Jessi/6-0-0**

- Amber reported that there will need to be an approval by Marketing Committee meeting then a vote at the upcoming Board meeting in April.
- Caroline will email Richtor7 report to Amber for group distribution.
- Amber reported that the NTBA and TCDA do not need to present a formal result of their marketing plan to the BACC, because it is no longer required in the NLTRA contract with Placer County.
- Discussion about origin of BACC Marketing funds.
- Joy said she will share NTBA's marketing plans with the BACC, which are due:
 - Mid-March for summer
 - Mid-October for winter
- Next Month presenter: Was supposed to be West Shore Association but Lisa is now at RSC. Amber will follow up. Northstar already received their grant funding in July 2017.

F. Touch Lake Tahoe update

- Amber reviewed statistics distributed in packet.
 - Canvas add-performing well, and the interaction has increased over the board.
 - Influencers-
 - Hannah Thornton is very close to being “nailed down”.
 - Chris Burkhardt can't do winter, but interested in doing something in the summer.
 - \$700 is slotted for each influencer. Amber reviewed other potential influencers (listed in packet).
 - Caroline stated that her choice is Jordan. Group consensus that Jordan is the best choice. The strategy would be to get the influencer here quickly, within the next two weeks. Discussion about time of season in relation to the campaign.

G. Year Round shopping:

- Photo shoot-Tahoe City is the only location left. Photos should be here soon.
- Video series-
 - Amber met with Chris Bartkowski-Generikal. He will compile a production outline and they will work on a script about the regions and artisan products together for “Knowledge” portion, can highlight boot fitter and testimonials from customers. Once she gets an outline she will consult with the BACC committee and set up production days.
 - Amber thinks that a day ½ of shooting maybe difficult for videographer to cover all the regions but she will keep BACC updated. Joy worked with Chris recently and recommends effectively communicating to him what the exact needs and desires are for the video.

- Suggestion for boot fitter to use- Chris – Northstar and Squaw. Eric Brandt was suggested for possible for voiceover.
 - Joy will share her model contact information with us.
- Joy requested stats on Touch Lake Tahoe Map, and we will begin including on a daily basis.
- Shopping Blog post was recently included in newsletter/blog.
- Now there are enough assets to create a canvas ad in March and can start advertising. Amber suggested using the \$1,000 not utilized in Jan/Feb to promote the video series when it's complete. She will bring back to committee at a later date. H. Peak Your Adventure:
- Amber reviewed the 2017 campaign recap from Abbi Agency.
- Group had already decided in previous meetings that it didn't want have printed maps or utilize digital coupons this time.
- Amber said in past, the two campaigns were mirrored (Peak You Adventure and Touch Lake Tahoe), and asked committee if they want to do the same type of things for Peak Your Adventure as Touch Lake Tahoe.
- Caroline pointed out that the Mountain areas already have strong marketing and she would like to have more connectivity from all the entities in the campaign.
- Joy: Let's help the existing brands do better.
- Caroline: Something universal-events? Mid-week? Discussion about Sugar Bowl participation.
- Suggestion to ask Abbi for suggestions and to research other ideas. High Notes is already highlighting music events.
- Suggestion to get buy-in from Resorts early on.
- Caroline said shopping and dining awareness is needed at the resorts.
- Amber asked BACC members to go get their organization's feedback and report back to her prior to the next meeting so she can get ideas to Abbi Agency.
- The money needs to be spent on the campaign by June 30th. Campaign can still be running but the plan must be initiated by then. Caroline suggested using High Notes as a catalyst.
- Steven pointed out that "Peak Your Adventure" can refer to anything, no matter what you are doing, as you are in the mountains and anything can be considered an adventure. (i.e.; maybe your adventure is drinking good wine. It doesn't have to be a typical outdoor activity, it can be shopping that is your adventure.) It's the lifestyle that is being sold-outside and inside.
- Amber pointed out that anything can be added to the itineraries. Joy added that it does need to be something that compels them from going away from the lake.
- Amber said itineraries are nice to use to build off of, for other avenues, and can be in coordination with the resorts itineraries.
- Amber will talk with Allegra. She stressed the need for a full picture of all the activities offered at the resorts and not focused on one activity.
- Committee feedback that a photo contest may not be required this time. Amber pointed out that photo contest encourages engagement in Social Media and is an important component to the campaign.

I. High Notes

- Amber reminded group about Brand discussion from last year. Amber asked that High Notes be included on the Marketing Coop agenda. She pointed out that it is their campaign. We piggy-backed onto that campaign, therefore we do not have the authority to change the messaging. She will present it to the Tourism Development Committee on the 27th.
- She said we own five 15 minutes videos that performed well last year. Tahoe.com geo fencing did really well last year.
- Facebook Lives were difficult to execute. Branding discussions and requests were too late to be included.
- Note: Consumers want concert times written on calendars.
- Amber requested summer calendar with music components be forwarded to her.

J. Partnership Funding Applications

- Amber reported that she has officially requested applications for partnership funding- applications to receive marketing funds for events, up to \$50,000. The money must be used for Marketing of the events, to drive lodging shoulder seasons, midweek or long periods of time and to help events get message to a broader market. Applications due on April 6th. Application is on NLTRA.org/marketing. BACC, a variety of committees and the County's involvement is encouraged so as to be well rounded in funds distribution decision making
- Panel volunteers are requested. Joy suggested that Amber make her recommendations. The group agreed. Do we exclude anyone who is an applicant? Amber said they should not be on both the panel and applying for funds. NLTRA employees are encouraged to be members of the panel.
- Jessi requested information on what was spend last year.
- Money has to be spent by the end of 2018.
- Great job Amber!

K. Reports:

- Amber shared information about the NLT Community Awards Banquet April 26 at Granlibakken; Silent auction items, nominate your businesses, sponsorship opportunities.
- Joy: Snowfest Parade, Snowfest activities, Get S'mores Saturdays March 10 and Mar 31st.
- JJ- Tourism Master Plan grant applications due the end of the month, March 30th at noon.
- Steven – PlumpJack NASTAR race March 22-25. WinterWonderGrass April 6-8. PlumpJack delaying remodeling, closing next spring for remodeling,

L. Adjourned at 4:53pm.