



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, April 14th, 2016 – 3:00pm
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

Business Association and Chamber Collaborative Members

NLTRA Board:

Adam Wilson

Committee Members:

Caroline Ross, Chair

Squaw Valley Business Assoc.

Stephen Lamb

PlumpJack Inn

Stacie Lyans

Tahoe City Downtown Assoc.

Jaclyn Woznicki

Trunk Show

Rob Weston

West Shore Assoc.

Lisa Nigon

West Shore Café

Brad Perry

Incline Community Business Assoc.

Blane Johnson

Sun Bear Realty

Amber Burke

Northstar California

Cody Hanson

Northstar California

Joy Doyle

North Tahoe Business Assoc.

Ginger Karl

NLTRA

County Representative

Christopher Perry

Quorum

Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To call in: Dial (605) 475-3220

Enter Participant code: 547298#

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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 **(MOTION)**
- D. Approval of the Meeting Minutes **(MOTION)**
 - March 10th, 2016 (pg. 1)
- E. 2016/2017 BACC Programs Grant Request Funding Discussion (5 Mins)
 - Marketing Committee Approval
 - RFP-Will need Sub-Committee
 - Ginger will begin giving a BACC report in Staff Reports to Marketing Committee each month
- F. Touch the Lake Update & Final Numbers to Committee Next Month (5 Mins)
- G. Peak Your Adventure Discussion (10 Mins) (pg. 6)
- H. High Notes Discussion (15 Mins) (pg. 9)
- I. Shopping Campaign (10 Mins)
- J. Marketing Grant Presentation-West Shore Association (10 Mins) (pg. 13)
- K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- L. Adjournment



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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, March 10, 2016 – 3:00pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stephen Lamb, Stacie Lyans, Joy Doyle, Chris Perry, Cody Hanson, Rob Weston, Blane Johnson, and Ginger Karl

NOT PRESENT: Jaclyn Woznicki, Lisa Nigon, Brad Perry, Amber Burke

STAFF IN ATTENDANCE: Valerie Lomeli, JT Thompson, and Sandy Evans-Hall

OTHERS IN ATTENDANCE: Allegra Demerjian & Nicole Duxbury -The Abbi Agency, Ambera Dodson-silent A photography

A. Call to Order - Establish Quorum

B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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.

C. Agenda Amendments and Approval - MOTION

M/S/C (Rob Weston/Adam Wilson) (10/0/0) motion to approve agenda amendments

D. Approval of the Meeting Minutes-MOTION

i. February 11th, 2016

M/S/C (Stacie Lyans/Cody Hanson) (10/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from February 11th, 2016

E. Economic Development Drivers/Committee Direction Discussion

- Committee discussed in length the economic development drivers and the Committees direction moving forward. Few items included:

- Committee members felt the BACC focus is strong but wants to make sure when meeting that there isn't time being wasted on the details of projects.
- Adam informed the Committee that Sandy has been leading the task force and in the first meeting she explained who the Resort Association is and what's attached to that. Adam took away from the meeting that the Chamber is a huge piece to the Resort Association.
- Adam felt it would be a healthy conversation for the BACC to discuss its roll. Since the BACC puts together shopping programs and different economic drivers for the organization.
- Where does the BACC spend their time and how do they spend BACC money and if the Committee is really accomplishing the BACC mission.
- Sandy informed the Committee that the Task Force is looking at the organization as a whole and have had only one meeting so far. There are four more meetings before any recommendations of any changes or structural moves that they would possibly want to make. She informed the Committee that the Bylaws are setup to be central to the Chamber and the organization.
- Committee member wanted to know why Placer County is not providing funding to the Chamber. Sandy informed the Committee that the task force is looking at that, but will not be addressed at BACC level.
- Ginger suggested having the four programs: Touch Lake Tahoe, Peak Your Adventure, High Notes, and Shopping - be discussed at Sub-Committee level to limit the long discussion at BACC. JT and Ginger will review details of programs with The Abbi Agency and make recommendations to the Committee.
- Committee agreed to not meet in July or December
- Committee discussed having an advisory committee and an execution team.
- Committee agreed to submit all four programs at once and ask for \$80k. The ask would be all four programs combined as one, this would be broken down as marketing, what success looks like, and have flexibility with the money.
- Sandy wanted to make sure the Committee continues to contribute to the GTN.com event page.

F. 2016/2017 BACC Programs Grant Request Funding Discussion

- Due & Finalized to Marketing Committee in packet Friday, March 25th at 10am
- No Committee discussion

G. Touch the Lake Update with The Abbi Agency

- Nicole with The Abbi Agency went over the Touch Lake Tahoe Campaign. Few items included:
 - o Press release announcing campaign and all elements complete.
 - o Developed and posted a series of four blog posts to live on the GoTahoeNorth.com blog.

- Each blog features a day trip itinerary to encourage visitors of NLT to take day trips to lakeside communities.
- Map graphic complete and published on GTN.com

H. Peak Your Adventure Discussion with The Abbi Agency

- The Abbi Agency discussed Peak Your Adventure, Summer 2016 proposed Campaign Concept. Few items included:
 - In order to drive visitor traffic up to the mountain resorts The Abbi Agency developed 2 proposed concepts for the 2016 campaign.
 - The packages would highlight local secrets and partner businesses around the lake by providing social followers with a summer itinerary. Collect user-generated content by setting up photo op spots around the properties.
 - The campaign would mirror Touch Lake Tahoe local secrets, mountain businesses and activity suggestions of possibly where to eat and drink in the mountains of North Lake Tahoe, where to catch the best Tahoe view, and what unique activities to participate in during the summer months.
 - The Abbi suggested a series of social graphics to highlight-hidden gems and local secrets around the lake to promote local business and resort attractions.
 - Followers will be encouraged to share their summer mountain photos, either while seeking out a local secret or by following their quiz itinerary, using relevant campaign hashtags for the chance to win a grand prize.
 - In place of rack cards, branded sunglasses will be handed out at visitors' centers, local businesses and resorts to promote the campaign.
 - Selfie sticks will be set up around the lake and partner resorts to provide photo opportunities for visitors.
- Committee discussed in length the suggested items above of the 2016 Peak Your Adventure campaign. Few items included:
 - Committee members really liked the idea of sunglasses.
 - Committee members suggested creating a new Peak Your Adventure Page. This page would help target visitors in the North Lake Tahoe area.
 - Committee members wanted to make sure the campaign shows visitors the local's experience.

I. Shopping Discussion-16/17 Campaign & Shop Local Sub-Committee Input

- Ginger went over the shopping discussion. The BACC agreed to ask for \$20k to begin a "Shopping" campaign that will showcase the assets gained for the Shopping Product from the last funding request.
- The Sub-Committee discussed that some of the funding was going to be merchandise and at this point it doesn't make sense to dump \$3,500 to merchandise at this moment. Ginger suggested using the money for upgrading the website and increasing the SEO.
- The website is currently geared to retailers. Moving forward the focus will be to shoppers, enhance the business directory, feature a business of the month, increase SEO, monthly newsletter around the shopping, and social media campaign.

- Committee questions and comments for the Sub-Committee:
 - The purpose of the program is to create awareness and shopping local.
 - Committee suggested on doing another push to get businesses signed up on the website and get kits sold.
 - Ginger informed the Committee that she and JT looked into what it would cost to have a listings page vs. landing page created and suggest budgeting \$2,500 for Red 8 and Shelly Fallon.
 - Rotor Collective quoted Ginger \$4k for the destination video and silent A photography will provide a bank of photos to use for the next 3 years for a quote of \$3k.
 - Ginger advised the Committee to have two sets of different photos: photos that are for the Shop Local website and photos for the GTN.com website.

J. "Shopping" Product Discussion & Budget

- See comments in item I.

K. Marketing Grant Presentation-Northstar

- Cody Hanson with Northstar California gave a short presentation, few items included:
 - Northstar California will use the grant money for their Northstar magazine. A production and distribution of a comprehensive magazine highlighting year-round resort offerings and brand pillars.
 - The magazine used in-house staff to write, shoot and design.
 - Magazine topics include a welcome from GM Beth Howard, mountain info, non-ski activities, a culinary highlight, brand traditions, ski & ride school, and summer events/activities.
 - 2,000 magazines were distributed to Northstar O&O rooms, while 4,000 were distributed throughout North Lake Tahoe and Truckee via certified display.
 - Northstar would like to respectfully request the same grant to create a second edition of the Northstar Magazine with a great focus on year-round activities, events and amenities to further develop the brand story and promote Northstar as a key year-round luxury resort for Tahoe guests.
- No committee comments.

M/S/C (Joy Doyle/Rob Westin) (8/1/0) motion to approve Northstar \$10,000 marketing grant request.

*Adam Wilson abstained

L. Committee Member Reports/Updates from Community Partners

- JT Thompson with the NLTRA informed the he is working with a company named Spectrum Media to help promote High Notes. He'll bring more information to the next BACC meeting.

Action for JT: to bring this back to the Committee next month a brief of High Notes.

- Joy Doyle – The NTBA will be unrolling a new street light banner program. She'll bring more information at the next BACC meeting.
- Cody – Northstar California will be holding their pass holder appreciation weekend on April 2nd.
- Rob Weston – West Shore Association will be discussing opening day and invites all to attend their Thursday, March 17th meeting with a complimentary breakfast starting at 7:30AM at Homewood's South lodge.
- Ginger Karl – informed the committee of the upcoming 62nd Annual Community Awards Dinner and Silent Auction.
- Stacie Lyans – TCDA is having a small business seminar on April 27th from 8am to 10am. Topics will be alternative finance and crowd funding.

M. Adjournment

- Meeting was adjourned at 4:45pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association

Peak Your Adventure Summer 2016 Revised Campaign Concept

In order to drive visitor traffic up to the mountain resorts this summer, The Abbi Agency has developed the following concept package for the 2016 Peak Your Adventure campaign: #TahoeView. Below you will find an outline of the concept's goals and major components. Upon final selection of campaign components, The Abbi Agency will provide a comprehensive scope of work, timeline and budget overview for the project.

Strategy: Partner resorts around the lake by providing social followers with a summer itinerary and places to capture the perfect Lake Tahoe view. Collect user-generated content by setting up photo op spots around the properties.

#TahoeView campaign components include:

- **Social Media Engagement**
 - **Social Graphics:** A series of social graphics will be developed to highlight hidden gems and local secrets around the lake to promote local business and resort attractions. Following the 2015 Peak Your Adventure styling, graphics will be created to frame UGC pictures, collected through the #TahoeView hashtag.
 - **Photo Contest:** Followers will be encouraged to share their summer photos from the selfie stations, either while seeking out a local secret or by capturing the perfect #TahoeView at one of the resorts, using relevant campaign hashtags for the chance to win a grand prize.
- **On-Site Promotion**
 - **Rack Cards:** Campaign information will be distributed to local businesses and Reno-Tahoe resorts. Resort-specific selfie-station maps will be included on rack cards.
 - **#TahoeView Sunglasses:** Along with rack cards, branded sunglasses will be handed out at visitors' centers, local businesses and resorts to promote the campaign. Sunglasses to include the campaign hashtag, campaign landing page URL, and North Lake Tahoe "N" logo.
 - **Selfie Stations:** Selfie stations will be set up around the lake and partner resorts to provide photo opportunities for visitors. Stations will include all relevant campaign hashtags, partner brand names (i.e. Tahoe Timber sunglasses) and all brand social handles to encourage user-generated content.
 - **Note:** The Abbi Agency will design and build the selfie stations. Location and logistics of delivery TBD.



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Additional campaign details:

- **Photography:** Professional, high-quality photography will be taken to support printed and digital assets of the #TahoeView campaign. The Abbi Agency to collect project estimates from Chamber photographers.
- **High Notes Promotion:** Using previous and new printed materials, the 2016 Peak Your Adventure / #TahoeView campaign will be promoted at High Notes events.
- **#TahoeView Webpage:** Similar to the Touch Lake Tahoe winter campaign, a landing page will be created on the GoTahoeNorth website. The landing page will contain campaign details, photo contest eligibility, information on partner resorts and relevant activities, and where to capture your #TahoeView.
- **Prizes:** Contest prizes and quantities TBD.

Tahoe Timber: Tahoe-themed sunglasses (final quantity TBD)

Resort package: Gift card to partner resort (final amount TBD)

Alternative components:

- **Photo Booth:** In place of the selfie stations, a professional photographer will set up a mobile photo booth at partner resorts on specific dates throughout the summer to take pictures of campaign participants.
- **Local Testimonials:** Local testimonials will be collected on top locations to eat, see and play in North Lake Tahoe to share through videos and social graphics. These assets can be displayed on GoTahoeNorth.com as evergreen content.

Preliminary Budget Outline

Below are estimated costs for major campaign tactics. Remaining budget will be used for digital ad buys and print ad buys.

Abbi Agency Project Cost (April – September) Project fees include project management, client communications, reporting, social media posting, social media interaction, researching and gathering quotes from vendors, coordination and execution with vendors for print ad buys, selfie station creation and photography, execution of digital ad buys, content creation for landing page, 2 blog posts.	\$10,000
Photography	\$2,000



creative + pr + digital

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Selfie Stations (3) Selfie Stations must be custom-made and fabricated by welder. Stations will be transportable, weather-proof and branded.	\$2,100
Sunglasses (approx. \$0.80 each for 1,000 sunglasses)	\$800
Rack Card printing	\$500
Design: (Print advertisements, digital advertisements, Rack Cards, Sunglasses, Social Graphics)	\$2,500
Reaming Budget	\$2,100





High Notes In-Market Summer 2016 Proposed Campaign Concepts

Purpose: to drive visitor traffic around the entire North Lake Tahoe region for free nightly music in the summer. Drive up visitor and local traffic numbers to concert series. Engage visitors and locals with music series with new campaign concepts to encourage visitors to return for free music each year.

My Tahoe View

Strategy: Encourage visitors to seek the perfect Tahoe view by visiting each summer concert series location.

My Tahoe View campaign components include:

- Partnering with 101.5FM to produce Online Voting for the Truckee Tahoe Music Awards, Presented by High Notes
- Partner with Truckee to produce campaign with a buy-in to participate.
- Create a campaign with My Tahoe View concepts to show the visitor the different views of each concert venue in the region.
- Create a piece of collateral such as a collectible music poster from a renowned music artist that can be sold at Visitor Centers and Concert Venues, signed and numbered by the artist and limited edition. Partners can profit for their concerts from the posters for an investment.
- Work with School of Thought/The Abbi Agency to come up with campaign marketing concepts to round out the promotion of the series. Back Page of Visitor Guide purchased.
- Incorporate Peak Your Adventure campaign promotion into High Notes venue locations through retractable banners produced last year through the campaign.
- Produce an end of the season event such as battle of the local bands with 101.5FM during the strike zone period to eventually drive TOT and become an annual event.



June 16 - September 11, 2016

**Proposal A:
Online Voting for the Truckee Tahoe Music Awards
Presented by High Notes**

\$5,000 (\$1666/month)

- Logo on Online Voting page leader board, 728 x 90px (*\$100 value/month*)
 - One Logo on 101.5FM web page, 300 x 250px with link to voting page (*\$100 value/month*)
 - One Logo on 101.5FM Mobile App with link to voting page (*\$100 value/month*)
 - (4) Four social media posts per month (*\$100 value/month*)
 - (20) Twenty Co-branded :60 Live Reads per month (*\$500 value/month*)
 - (20) Twenty :30 second spots per month (*\$340 value/month*)
 - (3) Three spot productions (*\$225 value*)
 - (2) Two in-studio interviews (*\$500 value*)
 - Guide to Live Music listing and on-air mentions for High Notes sponsor venues (*\$800 value/month*)
 - Your business name used for daily (M-F) online voting mentions
- (Total Value \$6845)**

Truckee Tahoe Radio, LLC is excited to announce a new program starting June 2016 and lasting through the whole summer, The 101.5 Tahoe Music Awards. To celebrate the incredible free summer music series, we want to highlight the best shows, venues, and after-parties who contribute to the Tahoe community. Every week this summer, 101.5 DJs will be letting the community know where to go, who to see, and where to vote for their favorite. Voting will be hosted online by an exclusive sponsor webpage, accessible through the Truckee Tahoe Radio website and app.



June 16 - September 11, 2016

**Proposal B:
Guide to Live Music Sponsor
AM and PM Outro**

\$6000 (\$2000/month)

- (1) One :60 second Live Read each outro (AM and PM) to total
 - (4) Four mentions per day Monday - Friday and (2) Two mentions Saturday and Sunday (approximately 100 mentions per month) (\$1980 value/month)
 - One Logo on 101.5FM web page, 300 x 250px with link to website (\$100 value/month)
 - Guide to Live Music listing and on-air mentions for High Notes sponsor venues (\$800 value/month)
- (Total Value \$7200)**

**Proposal C:
Live Read Package**

\$5000 (\$1666/month)

- (40) Forty :60 second Live Reads per month (\$792 value/month)
 - One Logo on 101.5FM web page, 300 x 250px with link to website (\$100 value/month)
 - One Logo on 101.5FM Mobile App with link to website (\$100 value/month)
 - (30) Thirty :30 second spots per month (\$510 value/month)
 - (3) Three spot productions (\$225 value)
 - Guide to Live Music listing and on-air mentions for High Notes sponsor venues (\$800 value/month)
- (Total Value \$7131)**



High Notes Budget Plan Draft

Total budget: \$58,824

In Market

BACC Contribution - \$20,000

101.9 - Partnership / Sponsorship	\$5,000
Visitor Guide Ad	\$1,400
Tahoe Weekly (8 week run)	\$3,600
Street Banners in TC and KB	\$3,500*
Rack card production & Distribution	\$3,000
Prize Giveaways	<u>\$2,000</u>

Total BACC Contribution \$18,500

Out of Market

Coop - \$18,824

Entercom in Sacramento – Radio in Reno	\$18,824
• 8 week flight with :15 & :30 spots and other bonus ad-ons	

NLTRA - \$20,000

Creative design / Poster Design	\$2,500
Poster production	\$3,000
Social media ad buy	\$4,000
(\$1,000 per month / June-Sept)	
Giveaway's 6,000 at \$.50 each	\$3,000
Other marketing and PR†	<u>\$7,500</u>

Total Out of Market \$38,824

*Discussions to be had with TCDA and NTBA regarding their use of banners for this series

†Other marketing to include agency retainers, possible surveys and tahoe.com promotions

2015 – 2016 BACC Grant Request

“Opening Day at the Lake”

\$4,500

Opening Day at the Lake is undergoing a changed format for 2016 starting Memorial Day weekend and extending through TCDA's Octoberfest. The WSA will be mailing over 4,000 “event post cards” to all West Shore homeowners which will list West Shore and Tahoe City events. The WSA has a dedicated web page on our website where people can check all of the above including a detailed listing of participating businesses.

Opening Day/Lake	Print Art	Passport mailing		\$1,550.00
	Atomic Printing	Print Passport		\$1,550.00
	Sierra Nevada Media	Open Day Ads		\$850.00
	The Weekly	Open Day Ad		\$695.00
		Posters		\$150.00
		Web (see below)		
				\$4,795.00

WSA Social Media Campaign and Website

\$5,000

In 2015 the WSA completely revamped the WSA website and have moved our site to a different host. The new site, tahoewsa.com is much more user friendly, has a dedicated page to paid members and links to events such as Opening Day at the Lake, and Jazz at the Lake. For 2016 we plan a more concentrated Social Media campaign.

Social Media	Andria Gutierrez	Social M. Proposal		\$4,500.00
		Facebook Ads		
		Instagram Ads		
Website Updates		Member/Event updates		\$1,000.00

West Shore Jazz in the Park

\$500

The West Shore Association plans to offer “Jazz in the Park” on the lawn of the Ehrman Mansion at Sugar Pine Point State Park, where Lake Tahoe’s shoreline is the stunning backdrop to this event. Gates will open at 5 p.m. for picnics. The funds requested will be used primarily for social media and website, some print advertising, posters, and directional signs.

Jazz in the Park SPPSP	California State Parks fee	Special Event		\$250.00
	Event Helper Insurance	Event Liability		\$250.00
	Sierra Nevada Media	Big Band Jazz ad		\$350.00
				\$850.00