



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, June 2nd, 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 Representatives

*Christopher Perry
Erin Casey*

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
 - Thursday, May 12th, 2016
- E. BACC Discussion-North Lake Tahoe Chamber and Community Function (30 Minutes)
 - 5 Core Competencies/Healthy High-Functioning Chamber
 - NLT Regional Benefits vs. Specific Neighborhoods/Utilizing Resources
 - Chamber Buy-In from Larger Community Partners
 - Alternative Revenue Sources
- F. Peak Your Adventure (10 Mins)
- G. High Notes Finalize (10 Mins)
- H. Shopping Campaign Update (10 Mins)
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment



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
Thursday, May 12th, 2016 – 3:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson (via-phone), Caroline Ross, Joy Doyle, Stacie Lyans, Stephen Lamb, Chris Perry, Rob Weston, Amber Burke, and Ginger Karl

NOT PRESENT: Jaclyn Woznicki, Lisa Nigon, Brad Perry, Cody Hanson and Blane Johnson

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

OTHERS IN ATTENDANCE: Erin Casey, Placer County

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 (Stacie Lyans/Amber Burke) (6/0/0) motion to approve agenda amendments

D. Approval of the Meeting Minutes-MOTION

i. April 14th, 2016

M/S/C (Stacie Lyans/Amber Burke) (6/0/0) motion to approve Business Association and Chamber Collaborative Committee meeting minutes from April 14th, 2016.

*Joy Doyle arrived at 3:07pm

*Chris Perry arrived at 3:11pm

E. BACC Discussion-North Lake Tahoe Chamber and Community Function: 5 Core Competencies; NLT Regional Benefits vs. Specific Neighborhoods/Utilizing Resources; Chamber Buy-In from Larger Community Partners; and Alternative Revenue Sources.

- Sandy led a short discussion and asked the Committee what they thought was a “Healthy Chamber” and how to make a “Stronger Chamber” in five years from now and what that might look like. Discussion items included:
 - Chamber to have more Regional Focus
 - Chamber to have Regional Voice – Unified Marketing/Economic Development
 - Creating a healthy business environment
 - Advocacy – regular processes
 - Support new & existing businesses
 - Business education
 - Strong Relationship with local government
 - Promotion of businesses in region to visitors
 - Events
 - Larger membership
 - Information
 - Networking
 - Business Issues/Feedback
 - Business Association Strengths
 - Create a sense of place
 - Community events
 - Community outreach
 - Identity
 - Beautification
 - Uniqueness – character
 - Economic Development advocacy
 - Networking
 - Business Issues/Feedback
- Few comments and questions from Committee:
 - Joy Doyle felt Chambers have needed to re-invent themselves in the past 20-30 years with the introduction of the internet, in which the NLT Chamber is currently going through a re-invention. Since the Chamber had struggled in the past to perform at its peak, some of the local Business Associations had begun offering businesses educational programs and taken on other Chamber functions. Now that the Chamber has completely turned around and is showing vast improvement, there is now a struggle and redundancy of many cross promotions within the Chamber and Business Associations. Joy suggested reaching out to the businesses and finding out what they value in terms of what all the Business Associations and Chamber are providing to their members. Joy felt the Truckee Chamber is working really well – with their one strong Chamber and one strong Business Association. She feels they’re the closest neighbor to collaborate with.

- Ginger Karl felt the Community doesn't necessarily view the chamber as a regional entity or a regional marketing piece vs. the Business Associations consecrating in their own areas. Ginger said there is certainly room for the Chamber to continue to improve its function within the region.
- Committee discussed how the Chamber doesn't have enough funding.
- Sandy and Adam requested that the Committee think about other Chambers and bring any input or suggestions to the next meeting.

Action for Committee: to bring back any information on Chambers they're familiar with and any input on how to make the Chamber successful.

F. RFP Timeline for BACC Programs Discussion

- Committee would start – Mid June.
- An RFQ will be submitted by Ginger and JT.
- Amber, Cody, JT, Ginger and possibly a representative from Squaw will be on the Sub-Committee.
- Adam suggested to Ginger and JT, for them to send out the scope of work that is required to the Sub-Committee before setting the date.

Action for Ginger and JT: to email scope of work required for the RFQ sub-committee.

G. Touch the Lake Final Re-Cap

- Ginger went over the Touch the Lake final re-cap. Few items included:
 - Over 593 photo entries submitted.
 - 667 hashtag uses
 - 3,912 campaign engagements
 - 9,418 webpage views
 - 6,190 interactive map views
 - 1,000 rack cards distributed
 - 6,270 interactive map views
 - 904,859 campaign impressions
- Ginger informed the Committee that the Touch the Lake final re-cap will be brought back to the Committee next year to re-form the campaign.
- JT informed the Committee that the Touch Lake Tahoe campaign has been one of the most successful campaigns the BACC has put together.

H. Peak Your Adventure Finalize

- Ginger went over the Peak Your Adventure campaign. Few items included:
 - A series of social graphics will be developed to highlight hidden gems and local secrets around the lake to promote the local business and resort attractions. The following hashtag will be used this season: #TahoeView
 - 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.
 - Campaign information will be distributed to local businesses and Reno-Tahoe resorts.

- #TahoeView branded sunglasses along with rack cards will be handed out at visitors' centers, local businesses and resorts to promote the campaign.
- Selfie stations will be set up at the mountain resorts to provide photo opportunities for visitors.
- Committee comments and suggestions:
 - Discussion on having an opening in the selfie box to place a heavy weight w/a lock.
 - Suggestion on having no wheels – the heavy weight may break the wheels. Committee suggested having Ginger reach out to The Abbi Agency for their suggestions.
 - Committee suggested having “Presented by NLTRA” put on the box.
 - Committee also suggested having “Enter your photo to win ‘Tahoe Timber’ sunglasses” on promotional pieces – just not on the box. There could be a conflict of interest with the resorts and their current contracts with other sunglasses company.

Action for Ginger: to reach out to The Abbi Agency regarding the selfie stations. Committee would like to know if wheels could come off and a door could be added to the box.

I. High Notes Finalize discussion.

- Ginger went over the concepts presented by the chosen artist for the High Notes 2016 season poster and design.
 - Ginger suggested each seasonal poster be signed by each band at each concert series to be used for Business Association and NLTRA auction items.
 - Each venue would be responsible for each band signing their poster and keeping one and returning one to NLTRA.
- Committee comments and suggestions:
 - The Committee suggested the following be altered on the poster:
 - Umbrellas in the image aren't pleasing to the eye, make more “real”
 - Add in snowcapped mountains
 - Committee agreed they liked the color scheme.
 - Use Tahoe nature, instead of the green Hawaiian flowers
 - Have more detail in the people - not a black shadow
 - Suggestion on having the Kings Beach point look more like the KB point.
 - Committee members suggested the High Notes image that will be on the back of the Visitor Guide be changed to a different image. The concern was that the white text would be hard to read.
 - Committee wanted to know when the flyers need to be in production.
 - Ginger responded with very soon.

Action for JT: to make sure the High Notes print ad has “Free” on it for the music.

Action for Ginger: Committee would like to see the region names at the bottom of the

poster in a row for High Notes. Ginger will email another proof to the Committee for approval.

J. Shopping Campaign Update – May 20th Video to review for Shop local

- No committee comments

K. Committee Member Reports/Updates from Community Partners

- Sandy requested the BACC help participating in the Business Walk. Sandy will reach out on May 20 to those who would like to participate and review the process and what will be needed on the day of the business walk.
- Ginger Karl informed the Committee of the North Lake Tahoe Chamber Tech Summit that will be held on Friday, June 13 – seats are still available and requested Committee members to attend or have a representative attend in their absence. Yelp! will be the guest speaker.
- Stacey Lyans with the TCDA informed the committee that Sidewalk Saturdays, will begin on June 18 and Wine Walk will be held on June 18.
- JT informed the Committee of the upcoming Lodging Committee Meeting on May 16th with AirBnB offering a presentation and discussion.
- Amber Burke with Northstar California informed the Committee of their upcoming events. On June 24th Northstar California, Tough Mudder on June 11th and July 2nd Beerfest & Bluegrass Festival.
- Joy Doyle informed the Committee of Cleanup Day in Kings Beach that will be held on June 4th.
- Caroline Ross informed the Committee of The Village at Squaw Valley upcoming events, which include: Made in Tahoe Festival will be May 28 thru 29 and Tuesdays Bluesdays will begin on June 14th with a Joint Chamber Mixer with North Lake Tahoe & Truckee Chambers.
- Next meeting will be Thursday, June 2nd at 3 pm.

L. Adjournment

- Meeting was adjourned at 4:53 pm

Submitted By:

Valerie Lomeli

Executive Assistant

NLT Chamber/CVB/Resort Association

Peak Your Adventure 2016 Scope of Work & Budget

In order to drive visitor traffic 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.

Strategy

Partner with 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.

Sugar Bowl will not participate this season. Resorts to be included are Squaw Valley and Northstar.

Campaign Objectives:

1. Encourage engagement with mountainside communities between the months of June and September
2. Encourage digital exploration of the Tahoe Views online via social media and the website.

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 and #MyTahoeAdventure hashtag via an Offerpop tab on the North Lake Tahoe facebook.
 - The Abbi Agency aims to launch the first post Thursday, June 9 (dependent on photography scheduling)
- **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. **Status: Ordered 2,500 Glasses in all Blue (See Attached)**

- 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. Feedback provided by resorts to The Abbi Agency.**

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. Photography to be purchased via North Lake Tahoe Resort Association. **Scheduled through Chris Bartowski to be completed at both resorts Friday, June 3rd.**
- **High Notes Promotion:** Using previous and new printed materials, the 2016 Peak Your Adventure / #TahoeView campaign will be promoted at High Notes events. **Music venues shall use the banners printed last season at each of their locations.**
- **#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. **Shelley is working on building out the page.**
- **Prizes:** Contest prizes and quantities TBD.
 - 8 Tahoe Timber: Tahoe-themed sunglasses **Delivered**
 - Resort package: Gift card to partner resorts (provided by partners?)
- **Advertising:** **Select strategic media locations to deliver the PYA message to an in-market audience.**
 - **North Lake Tahoe Visitors Guide advertisement designed and delivered.**
 - **In discussions with Tahoe.com**

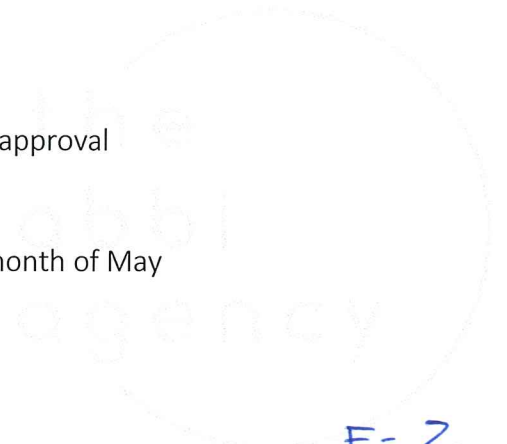
Campaign Timeline: April – September

April 1-30

- Finalize campaign components
- Distribute Photography Request for Proposals, provide for approval
- Design and receive quote for selfie stations

May 1-31

- Pick campaign photographer, schedule photographer for month of May



- Finalize selfie station design and begin building
- Design phase begins, to include:
 - Rack Card development
 - Map of #TahoeView Selfie Station map for website
 - Wraps and branding for #TahoeView Selfie Stations
 - #TahoeView social media graphics (branding to mirror 2015 Peak Your Adventure creative)
- Begin looking at advertising options and finalizing advertising choices
- Deliver Visitors Guide ad by May 12
- Order #TahoeView sunglasses
- Write copy for #TahoeView webpage

June 1-30

- Deliver selfie stations, rack cards to resorts at beginning of the month
- June 9: Campaign goes live on website and social media
- Give out first pair of Tahoe Timbers with campaign launch to encourage initial engagement in campaign
- Give out two pairs later in the month
- Begin ongoing social media promotions and interactions
- Launch digital advertising at end of month

July 1-30

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- First blog post to go live

August 1-31

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- Second blog post to go live

September 1-30

- Give out final pair of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Campaign end date: September 9, 2016



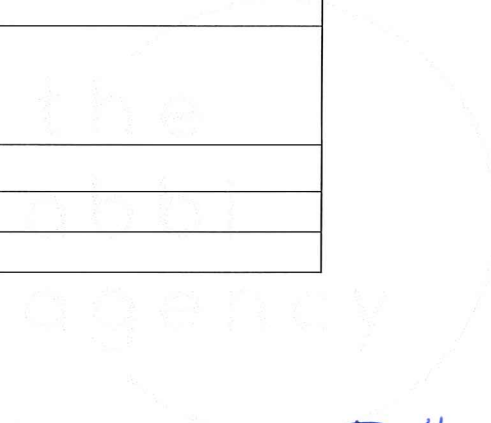


1385 HASKELL STREET RENO, NV 89509
 775.323.2977
 THEABBIAGENCY.COM

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, social media posting, social media interaction, researching and gathering quotes from vendors, coordination and execution with vendors for print ad buys, selfie station creation, outlining shot lists for selected photographer, execution of digital ad buys, content creation for landing page, and two blog posts. In addition, The Abbi Agency will provide monthly reporting and a final campaign recap. | \$9,000 |
| Design: The Abbi Agency will design new materials for the campaign including, print advertisements, digital advertisements, rack cards, wraps for selfie stations, sunglasses, social graphics, small map for website. | \$3,500 |
| Selfie Stations (2) Selfie Stations must be custom-made and fabricated by welder. Stations will be transportable, weather-proof and branded. | \$1,400 |
| Sunglasses (approx. \$0.80 each for 1,000 sunglasses) | \$2,500 |
| Rack Card printing | \$400 |
| Tahoe.com advertising (activity listing & Tahoe this week placement for three months) | \$300 |
| Social Media Advertising | \$1,060 |
| Visitors Guide Advertisement | \$1,400 |
| Tahoe Timbers Sunglasses | \$440 |



Retro Sunglasses

Item#: J620



NOTE: 2nd Arm Imprint = \$50.00 additional setup plus \$.30ea run fee (for different image only).



PRODUCT COLORS

| | | | | | |
|-------------------|---------|---------|---------|---------|---------|
| In Stock Services | 150 | 250 | 500 | 1,000 | 2,500 |
| 24 Hour Rush (R) | \$1.49 | \$1.45 | \$1.39 | \$1.35 | \$1.29 |
| 3 Day Service (R) | \$1.29 | \$1.25 | \$1.19 | \$1.15 | \$1.09 |
| Set Up (V) | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 |

HIGH 2016 NOTES



KINGS BEACH TAHOE CITY WEST SHORE
THE VILLAGE AT SQUAW VALLEY NORTHSTAR CALIFORNIA

Ginger Karl

From: mariaintahoe@gmail.com on behalf of Maria Kiss
Sent: Monday, May 23, 2016 9:49 PM
To: Ginger Karl; John Thompson
Subject: 101.5FM New Summer Program, The 101.5FM Music Awards Presented by High Notes
Attachments: 101.5FM Music Awards_Supporter General.pdf

Hello,
Draft-I plan to send this out tomorrow. Please respond with feedback.
Thanks,
Maria

Hello,

Truckee Tahoe Radio is excited to announce a new program starting June 2016 and lasting through early September, The 101.5 Music Awards Presented by High Notes.

To celebrate the incredible free summer music series, we want to highlight the best performances in the Truckee Tahoe community. Every week this summer, 101.5 DJ's will be letting the community know where to go, who to see, and where to vote for their favorites. We want to help the venues increase their attendance, help the bands feel appreciated, and let visitors know we've got some fantastic, fun, free music.

Voting will be hosted online through the Truckee Tahoe Radio website and app - voting page coming soon! Each week of free outdoor music June 10-September 6, is another chance to vote. We are planning a special treat for the winning band and voters will have a chance to win a prize each week.

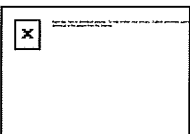
Remind listeners why they should attend and vote at your music venue/for your performances while receiving a plug for your business! Show your local non-profit that you support them and appreciate that they bring you live free music each summer by purchasing a package to support them or even for them to use. Got a friend in one of the eligible bands? Get your support package together today!

Remember, the "free" music series are never really free. Those putting on these shows have various costs. By helping to increase attendance, we have a chance to increase their on-site revenue which will keep the music free.

Thank you North Lake Tahoe Resort Association and Chamber for believing in the new program and Thank You in advance for your support of the first 101.5FM Music Awards!

Sincerely,

Maria Kiss
Sales Manager
Cell 530.448.4914
Station 530.587.9999





101.5FM Music Awards
Presented by High Notes
June - September 2016

Truckee Tahoe Radio is excited to announce a new program starting June 2016 and lasting through the whole summer, The 101.5 Music Awards. To celebrate the incredible free summer music series, we want to highlight the best performances in the Truckee 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 favorites. Voting will be hosted online by an exclusive sponsor webpage, accessible through the Truckee Tahoe Radio website and app. See details below and contact your sales representative today to learn more about opportunities to participate this summer.

"Vote With Us" Package \$140/Choose a 5 day to 30 day run

Remind listeners why they should attend and vote at your music venue/for your performances
(8) Eight :60 sec DJ reads per month Mon-Sun 6a-11a, Mon-Fri 3p-7p (\$200 value/month)

"More Love" Package \$225/Choose a 5 day to 30 day run

Remind listeners why they should attend and vote at your music venue/for your performances
(20) Twenty :15 second spots, Mon-Sun, 6a-7p can be more targeted air-times (\$280 value/month)
(1) One :15 second spot production total one-time (\$50 value)
(1) One Social Media post per month (\$25 value/month)

"All In" Package \$500/Choose a 10 day to 30 day run

Remind listeners why they should attend and vote at your music venue/for your performances
(35) Thirty-five :30 second, Mon-Sun, 6a-7p-can be more targeted air-times (\$595 value/month)
(1) One :30 second spot production one-time (\$75 value)
(4) Four Social Media posts per month (\$100 value/month)

Contact:

Maria Kiss, Sales Manager Email: Maria@truckeetahoeradio.com, Ph: 530-448-4914
Keith Thomas, Account Manager Email: Keith@truckeetahoeradio.com, Ph: 530-448-0744

Authorized: X _____ Date: _____

Please Make Checks Payable to: Truckee Tahoe Radio, LLC, 12030 Donner Pass Rd, Suite 5, Truckee, CA 96161
Phone: (530) 587-9999 / Fax: (530) 587-9119

Truckee Tahoe Radio, LLC and Station KTKT do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising which purports to discriminate on the basis of race or ethnicity is hereby rejected. Client agrees that the above rate is for a minimum of stated product and, if fewer are used, the client will be billed at the applicable rate, according to the 101.5 FM published rate sheet. All schedules are subject to availability. Cancellation requires 2 week's prior notice. 101.5 FM KTKT reserves the right to refuse or cancel spots without notice. Past due (Over 30 days) accounts are subject to a Service Charge of 1.5% per month against the outstanding balance. Advertisers and their agencies are jointly and separately liable for past due accounts and for all costs of collecting on the account, including all attorney fees. *Unless prior approval has been given to the client and/or their agency, ALL spots must be paid for prior to broadcast scheduling.*