

**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.”

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**Committee Members:**      **Chair: Caroline Ross, Squaw Valley Business Association**  
**Stephen Lamb, PlumpJack Inn | JT Chevallier, Tahoe City Downtown Association**  
**Joy Doyle, North Tahoe Business Association | Jody Poe, North Tahoe Business Association**  
**Mike Young, Incline Community Business Association | Misty Moga, Incline Community Business Association**  
**Kay Williams, West Shore Association | Liz Bowling, North Lake Tahoe Resort Association**  
**North Lake Tahoe Resort Association Board Member: Eric Pilcher and/or Karen Plank**  
**Placer County Representative: JJ Jansen**

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**AGENDA**

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval - **MOTION**
4. Approval of Meeting Minutes
  - a. Thursday, May 10, 2018 – **MOTION** Page 1
  - b. Thursday, June 14, 2018 - **MOTION** Page 4
5. BACC Budget & Calendar Overview – Amber Burke (10 min) Page 7

**Action/Motion Items:**

6. Request to move August meeting to 2pm – 4pm on August 9 – Liz Bowling (10 mins) - **MOTION**
7. JVP Communications, Video Production – Amber Burke (15 mins) - **MOTION** Page 13
8. 18.19 Shopping Scope of Work Review and Possible Approval – Amber Burke, Allegra Demerjian (30 mins) - **MOTION** Page 15

**Discussion & Strategy:**

9. June Campaign Recaps – Allegra Demerjian (15 mins) Page 17
  - a. Peak Your Adventure
  - b. Summerlong Music
  - c. Shopping

**10. Strategic Discussion**

**11. 18.19 Shopping Campaign Page 19**

- a. Event Calendar – Amber Burke (15 mins)
- b. Event Marketing & PR Support – Amber Burke, Allegra Demerjian (10 mins)
- c. Holiday Shopping Contest – Amber Burke (10 mins)

**Other Items:**

**12. Committee Member Reports/Updates from Community Partners (1-2 mins each)**

**13. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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Committee members in attendance: JT Chevallier, Joy Doyle, Kay Williams

Committee members in attendance via phone: Aaron Rudnick (BOD), Caroline Ross, JJ Jansen

Staff members in attendance: Amber Burke, Liz Bowling

1. Meeting called to order 3:11pm.
2. Public Forum
  - JT invited committee members to attend the Tahoe City Food & Wine Classic taking place on 6/16/18. New this year is the Friday night Grab Your Glass event at the Golf Course where you can pick up your glass and wristband for the next day to avoid lines.
3. Agenda Amendments and Approval  
**MOTION to approve agenda. M/S/C JT/Joy/6-0-0**
4. Approval of Meeting Minutes
  - Thursday March 8, 2018**MOTION to approve BACC meeting minutes from March 8, 2018. M/S/C JT/Caroline/6-0-0**
5. Introduction of Liz Bowling, Director of Membership and Communications
  - Cindy Gustafson introduced Liz Bowling as the new Director of Membership and Communications for the NLTRA. Liz previously worked at The Abbi Agency and most recently with Northstar California. She has an extensive history in PR and communications and the organization is excited to have her join the team.
6. BACC Budget & Calendar Overview
  - Amber reviewed the committee timeline and budget. Strategic planning was moved to June, July and August on the timeline. The hope is to begin strategic planning discussion with the start of the new fiscal. NLTRA is planning to add strategic planning to the NLTRA Scope of Work with Placer County.
  - Joy and JT mentioned they have goals and SOW items related to the BACC in their contract with Placer County.
  - Amber reviewed the budget and reported that the committee is on track. She noted that money allocated in January and February 2018 for social media advertising of the shopping product didn't run due to lack of creative. The ads began in March and the Jan/Feb funds are being redistributed in the months of March – June to push the currently running canvas ad. She also noted that the Touch Lake Tahoe campaign is complete, and we have a savings of \$700 due to only contracting with one influencer, while two were budgeted. Reallocation of those funds can be determined before the end of the fiscal year, June 30<sup>th</sup>.

#### Action/Motion Items

- A. 17.18 Community Marketing Grand Presentation & Possible Approval – West Shore Association, Kay Williams
  - Kay reviewed how the West Shore Association utilized the \$10,000 grant from the 16.17 fiscal year and the success they saw. They hired Andria Gutierrez to focus on social media, website and an eblast campaign. They also utilized funds to support key events on the West Shore – Opening Day at the Lake, the Lake Tahoe Music Festival and the Tahoe Dance Collective performances at Sugar Pine Point. They saw tremendous growth in Facebook and Instagram fan acquisitions and engagements and a 6,369% increase in WSA newsletter sign ups. They would like to focus the 17.18 funds in a similar manner, once

again focusing on a social media campaign, their website, an eblast campaign and supporting signature events.

- There was discussion on the construction in Tahoe City and its effect on the West Shore. Concerns are how to notify visitors regarding delays and to keep the message that the West Shore is open for business. Amber let the committee know that the NLTRA is working on some consumer messaging to try and notify guests before their arrivals that there will be construction and delays. Discussion was also had around getting that information to community partners so they can notify their guests in advance as well.

**MOTION to approve funding the West Shore Association \$10,000 through the Community Marketing Grant for their 17.18 proposed plan. M/S/C Joy/JT/6-0-0.**

**B. 2018 Peak Your Adventure Marketing Plan Discussion & Possible Approval**

- Allegra (The Abbi Agency) reviewed the proposed Peak Your Adventure Scope of Work. The goal is to “peak” in-market visitors’ interest in summertime mountain events and activities and encourage them to take part. Tactics include creating and distributing a toolkit for partners with cohesive information on the PYA program, developing two summer itineraries highlighting PYA locations/events/activities, host 4 local/regional influencers throughout the season, feature PYA via social media, blogs, and paid digital advertising, and a full page ad in the Summer Visitor Guide.
- A discussion was had on what mountain regions need to be included. Staff will confirm that it should include Squaw Valley, Northstar, Homewood, Diamond Peak/IVGID and Donner Summit.
- Staff will work with the mountain resorts on the creative to get buy-in from partners, creating assets all parties can utilize.
  - Feedback was to distribute itineraries (digital and hard copies) to the Visitor Centers and community/business partners for their use and distribution. Staff will look into the possibility of incorporating itineraries into the Summer Visitor Guide as an insert.

**MOTION to approve the 2018 Peak Your Adventure scope of work presented by The Abbi Agency. M/S/C Caroline/Liz/6-0-0.**

**C. Tahoe.com Music Digital Buy Presentation – Jody Poe**

- Jody called in and presented a proposed digital media buy on Tahoe.com to highlight North Lake Tahoe music during the 2018 summer season. She reviewed results from the 2017 buy which were positive. Music events were highlighted in the calendar sections, there were banner ads and an audience extension campaign where Tahoe.com served ads to visitors relevant to where they physically were in the region. Tahoe.com sent 398 people to GoTahoeNorth.com, and the overall campaign, including all components received 756,180 impressions and 5,381 clicks.
- Tahoe.com’s traffic is up 35% from last summer.
- The proposed 2018 plan is similar to the 2017 plan with the inclusion of music events being featured in nine lodging partner emails being sent directly to visitors. The emails are sent seven days ahead of arrival and then one time per day during their trip in market. The lodging emails see a 70% open rate (the industry standard is 20%).
- Liz asked that we make sure any ad creative on Tahoe.com align with any additional digital creative being used to promote music.
- Amber informed the committee that the coop would pay \$3,700 of the buy since the audience is split between in-market and out-of-market visitors.

**D. 2018 Music Campaign Marketing Plan Discussion & Possible Approval**

- Amber notified the committee that the decision has been made to eliminate the use of “High Notes” in music campaign verbiage and the High Notes logo. The focus/intent of the campaign remains the same, but the branding will align with the current consumer creative highlighting music as a part of the Human Nature creative. The committee was in agreeance that the High Notes messaging/logo were confusing and like the new direction forward.



- Amber asked committee members to use the NLTRA “n logo” on all banners, collateral, etc. when referring to sponsors.
- Allegra (The Abbi Agency) reviewed the proposed Music Campaign Scope of Work. The goal is to inform in-market visitors about the wide variety of summer music in North Lake Tahoe, both free weekly shows and larger-scale music festivals. Tactics include usage of video content through Facebook Lives and “mini moments” videos, creating a toolkit with information on music in the region, feature Music via social media and paid digital advertising, and create a music rack card.
- Joy was concerned with promoting other music through her (NTBA) channels. Their resources are limited, and they need to focus on their events and messaging. However, she did say they could utilize hashtags provided by the campaign and include NLTRA where possible. The committee was understanding of that but still wants to create a toolkit with the hopes that other partners, without competing events, would push information on all the music happenings (lodging, restaurants, shopping, etc. businesses). Those in attendance agreed they would have no issues distributing rack cards at their events.
- The committee discussed the possibility of including radio advertising. After surveying the committee members representing music events, all were already doing radio buys. The committee decided that form of advertising was better suited for the venues who can mention a specific event/call to action vs. the NLTRA campaign.
- Amber also let the committee know the reason TAA SOW was only to \$14,000 was to allow for the Tahoe.com buy and a full-page ad in the Summer Visitor Guide if they choose. Augustine would produce the creative for the Visitor Guide – it would be something already created for other music ads.

**MOTION to approve the 2018 Music Campaign Scope of Work presented by The Abbi Agency along with the Tahoe.com buy and the full-page ad in the Summer Visitor Guide with the caveat that verbiage would be changed in the SOW (bullet points on page 33 under “Cohesive Messaging and Tool Kits”) as to not require event producers to specifically advertise other music events. M/S/CJT/Joy/6-0-0.**

## Discussion & Strategy

### 7. Partnership Funding Update

- Partnership Funding Application Presentations and Allocations have been approved and will be meeting with remainder of recipients and in the packet is a list of the distributions. Feedback from committees was provided on all of the campaigns.
- Will be working with the LT Music Festival to assist with digital and social media advertising. This is a test run for assisting with Advertising with future funding partnerships.
- Sierra State Park new event is on a Friday in July, one of two events they are having. Lodging will be associated with it and the fact that timing is not great was discussed with SSP.

### 8. Touch Lake Tahoe Recap

- Allegra reported and provided a 17/18 recap. Met and exceeded all stated objectives.
- Online Presence-Great Engagement, maps working
- Great engagement, maps working.
- Photo contest, goal was exceeded, 502 entries
- Social Media posting- Engagement analytic missing on report, will be updated.
- Influencer activation- Sam Graves posted 12 times in real time and 3 times in feed. Great return.
- Insights-new approaches have paid off and will be continued through summer.
- Website content-Campaign naming will be more straight-forward in the future.
- Albums were the most engaged with.
- Submitting imaging via comments is being looked at.
- Influencer marketing was most valuable ROI is with engagements.
- Goals are being established and percentages can be added. It is usually a 15-25% increase in similar campaigns.

9. Shopping is being weaved into ads, and now switching over to be more summer focused. Canvas ad went live.

- Adjourned at 4:59 p.m.

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**Kay Williams, West Shore Association | Liz Bowling, North Lake Tahoe Resort Association**  
**North Lake Tahoe Resort Association Board Member: Eric Pilcher**  
**Placer County Representative: JJ Jansen**

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**MINUTES**

**1. Call to Order at 3:10. No quorum.**

In attendance: Steve Lamb, Jodi Poe, Caroline Ross, Joy Doyle, Allegra Demerjan, Liz Bowling, Amber Burke, JJ Jansen, Dawn Teran

*\*Joy arrived at 3:12*

**2. Public Forum**-Any person wishing to address the BACC 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. Agenda Amendments and Approval – MOTION no quorum, item tabled**

**4. Approval of Meeting Minutes from Thursday, May 10, 2018 – MOTION no quorum, item tabled**

**5. BACC Budget & Calendar Overview – Amber Burke**

- \$4,997 remaining in budget.
- Working with Chris Bartowski to get videos scheduled.
- Any remaining funds are required to be returned to County.
- Regarding the calendar, wants a facilitator for the strategic planning retreat. Looking at a few different quotes.
- Need to consult with Cindy to determine if the BACC retreat should come before or after the NLTRA Board Strategic Planning Session in September.

*\*JJ joined the meeting at 3:30 pm*

- Joy pointed out that if we wait, then the \$80,000 budget will already be allocated. Amber said that it is an overall allocation and not a commitment to any one item, and in general the subtle changes do not need to be overseen by the County.
- Committee agreed to create a preliminary proposal to present the NLTRA Board including structure of committee, in-general items, and recap. Plan is to move ahead with getting quotes for facilitator for retreat and other meeting preparation.

## Action/Motion Items:

### A. Shopping Video Raw Footage Purchase – Amber Burke

- Quote for raw footage \$2,130.00. Amber said raw footage material performs well, and recommends obtaining it for different purposes. Raw footage has not been viewed, and committee requested access to view it before committing to purchase. Amber will ask for a link to it.
- Liz suggested increasing Chris' budget to include funds for more up to date footage/scenic material.
- Amber will ask him for quotes. She will include those in the email regarding the tabled motions from this meeting.
- Joy asked for Amber to find out if we could have access to the NTBA Winter video that was shot.  
**MOTION no quorum, item tabled**

## Discussion & Strategy:

### 7. May Campaign Recaps – Allegra Demerjian

- a. Year-Round Shopping
  - b. Peak Your Adventure
  - c. Music
- Allegra reviewed all items.

### 8. Campaign Social Media Schedule – Allegra Demerjian

- Allegra reviewed the Social Media Schedule.

### 9. Music Campaign Asset Review – Allegra Demerjian, Amber Burke

#### a. Partner Toolkit

- Will be sent out through all the Chamber channels and to partners once approved. Amber encouraged that the committee also to send out through all their channels.
- Per Caroline, clarification that the name of their event is "Bluesdays" at Squaw. It is Tuesdays 6-8:30. She pointed out that High Camp music is also free but requires tram ticket purchase.
- Amber mentioned that since there is not a Northstar BACC Committee representative at the moment, she is running all information by Stephanie, Northstar PR Specialist. Please review rack card and overview of events and get back to Amber with additional changes by Monday (upcoming).
- Tool kit is an internal document, more internal informationally geared than geared for the public.
- Discussion about Music Festivals vs. Free Events and their definitions.
- Discussion about Truckee involvement since they are no longer paying into the BACC.
- Suggestion to ask them to put our rack cards in their Welcome to California Visitor Center.
- Suggestion to add times on rack card and add the Crystal Bay Club, and possibly the Hyatt.
- Question about Ryan Salm photo credit on the rack card. Amber & Joy will check.

#### b. Rack Card

- Liz asked for feedback on having a tool kit training. Consensus is no.

### 10. Peak Your Adventure Asset Review – Allegra Demerjian, Amber Burke

- a. Partner Toolkit-Amber requested especially Squaw and Northstar to review.
- b. Social Media Photo Contest

- Caroline requested focusing on the Squaw Valley Tram in media remove Wanderlust since it doesn't need exposure. She will report what event they would like focus on.
- c. Revised Website Copy
- Amber asked for the committee to review this website content.
  - Allegra said that on the website, there will be visual blocks along with links.
- d. Itinerary Outlines-no information was contained in packet.
- Stephanie, Ariel, Paul and Missy will be reached out to via email
- e. Influencer List
- Potential influencers were reviewed via PowerPoint.
11. 18.19 Shop Campaign Direction – Allegra Demerjian, Amber Burke
- Things to consider: Shop Local Holiday contest, Shop Local webpage.
  - Discussion about evolution of campaign and what to focus on now.
  - Caroline pointed out that we should focus on our talented artistic, knowledgeable, unique community from amazing boot-fitters to gifted jewelers.
  - Regarding the annual social media campaign, Caroline suggested focusing on shopping, then culinary and possibly adding it as a Chamber benefit.
  - Liz suggested focusing on the two larger yearly shopping events, Made in Tahoe Festival and Small Business Saturdays, Sip, Hop and Shop, Sidewalk Saturdays, and Smore's Saturdays. Not re-creating events but highlighting events that are already happening, integrating the already established events into the shopping program in order to add to/promote/support what is already in place.
  - Liz would like to present a new Small Business Saturday plan.
  - Suggestion to promote overall shopping/at small businesses but not dedicating all the funds to any one thing.
  - Suggestion to make it a year round campaign.
  - NTBA will use the Shop Local postcards/stickers if we are interested in distributing them. Conversation in future on this.

**Other Items:**

12. North Tahoe Business Association 2018 Summer Marketing Plan – Joy Doyle
- Handout was distributed.
  - Per JJ, regarding previous community marketing grant \$20,000 of the \$50,000 was removed from NLTRA and put into the NTBA. Joy requested information about what the remaining funds are earmarked for. Amber referred this item to Cindy, after she returns.
13. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- None
14. Adjournment at 5:08 p.m.

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*



# Business Association & Chamber Collaborative (BACC) 2017.2018 Budget

## EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$12,487	Account Code: 6743-04
Peak Your Adventure Campaign	\$21,000	\$10,667	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,705	\$20,091	Account Code: 6743-03
Shopping Campaign	\$17,020	\$21,132	Account Code: 6743-01
<b>Total Spend</b>	<b>\$78,725</b>	<b>\$64,377</b>	

## REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$0	
Peak Your Adventure Campaign	\$1,000	\$1,000	
Touch Lake Tahoe Campaign	\$2,000	\$1,000	
Shop Local Campaign	\$1,000	\$0	
<b>Total Revenue</b>	<b>\$4,000</b>	<b>\$2,000</b>	

	Forecast	Actual
Additional Revenues	\$4,000	\$2,000
Allocated Budget Expenses	\$80,000	\$80,000
	<b>\$78,725</b>	<b>\$64,377</b>
<b>Remaining Budget</b>	<b>\$5,275</b>	<b>\$17,623</b>

Business Association & Chamber Collaborative (BACC)  
 2017.2018 Budget  
 North Lake Tahoe Music Campaign (Summer 2018)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Summerlong Music Campaign - Summer 2018	\$20,000	\$12,487			
TAA Campaign	\$11,400	\$6,187	May		
Social Media Management		\$1,667			6/14: Invoice #5874, 7/3: Invoice #5964
Creative Development		\$2,200			6/14: Invoice #5874, 7/3: Invoice #5964
Media Hard Costs		\$1,320			6/14: Invoice #5874, 7/3: Invoice #5964
Project Management		\$1,000			6/14: Invoice #5874, 7/3: Invoice #5964
Advertising	\$7,800	\$6,300			
NLT Visitor Guide	\$2,500	\$2,500	May	June	6/21 check request submitted
Tahoe.com	\$3,800	\$3,800	May	June	6/14 check request submitted
Social Media Advertising	\$1,500		May		
Printing Costs	\$800		May		Will be on TAA invoice
<b>Total Spend</b>	<b>\$20,000</b>	<b>\$12,487</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$12,487
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$7,513</b>

**Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget  
Peak Your Adventure Campaign (Summer 2018)**

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>PYA Campaign - Summer 2018</b>	<b>\$21,000</b>	<b>\$10,667</b>			
TAA Campaign	\$19,205	\$8,467	April		
Itinerary and Website		\$1,800		June	6/14: Invoice #5875, 7/3: Invoice #5963
Creative Development		\$1,500		June	6/14: Invoice #5875, 7/3: Invoice #5963
Influencer Promotion		\$1,500		June	6/14: Invoice #5875, 7/3: Invoice #5963
Campaign Management		\$1,000		June	6/14: Invoice #5875, 7/3: Invoice #5963
Social Media Posting & Influencer Management		\$1,667		June	6/14: Invoice #5875, 7/3: Invoice #5963
Social Media Contest Prizes					
Social Media Ads		\$1,000		June	6/14: Invoice #5875, 7/3: Invoice #5963
NLT Visitor's Guide	\$1,795	\$2,200		June	6/14 submitted check request
<b>Total Spend</b>	<b>\$21,000</b>	<b>\$10,667</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000	\$1,000	May		5/15 - submitted invoice request to acct.
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$1,000</b>			

	Forecast	Actual
Additional Revenues	\$1,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$10,667
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$10,333</b>



**Business Association & Chamber Collaborative (BACC)**  
**2017.2018 Budget**  
**Shop Campaign (July 2017 - June 2018, December 2017)**

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Holiday Shop Local Program</b>	<b>\$5,105</b>	<b>\$5,047</b>			
Contest Card Printing	\$1,200	\$942	November		Paid invoice via check request
Creative Graphics	\$140	\$150	November		Paid invoice via check request
Stickers	\$400	\$350	October		Paid via CC
Website Management	\$400	\$400	October		Paid for 2017 Contest in June 2016 (16.17 Fiscal)
Domain Name Renewal	\$15	\$15	April		Paid via CC - renewed www.shopnorthtaohotruckee.com for a year starting on 4/3
Contest Advertising	\$1,665	\$1,490	November		Paid invoice via CC
Tahoe Weekly	\$480	\$450			
Moanshine Ink	\$594	\$430			
Facebook	\$101	\$100			
Sierra Sun	\$315	\$360	January		Paid invoice via Check request
KTKE Radio	\$175	\$150			
Staycation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		Paid via check request
<b>Year Rounds Shop Local</b>	<b>\$11,915</b>	<b>\$16,085</b>			
TAA Campaign Project Management	\$1,400	\$1,400	August	Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: #5810; 6/1: #5917, 6/13: #5918
TAA Social Media Management	\$1,400	\$1,400	August	Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: #5810; 6/1: #5917, 6/13: #5918
1 Shopping Post/Month on all channels	\$500		August		
Development, Launch & Mgmt Ad Campaign	\$900		October		
TAA Social Media Advertising	\$3,000	\$3,000			
January	\$500	\$0	February	February	Possibly use these savings to promote video series when complete
February	\$500	\$0	March	March	Possibly use these savings to promote video series when complete
March	\$500	\$500	April	February	Invoice #5594
April	\$500	\$833	May	May	Invoice #5810
May	\$500	\$833	June	June	Invoice #5917
June	\$500	\$833	June	June	Invoice #5918
Photo Shoot:	\$3,800	\$3,450	November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Photographer		\$3,000		March	2 Photo Shoots (\$1,500 each) - 3/12 submitted invoice for payment
Model Fees - Summer Shoot		\$150		October	Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Model Fees - Winter Shoot (KB & N*)		\$300		March	Winter Shopping Shoot in Kings Beach & Northstar - haven't requested check yet
Model Fees - Winter Shoot (Squaw)				June	Generikal Design - 3 Video Series - 6/15 check request submitted
Video Series	\$2,315	\$2,315	June	June	1.5 days of Production
Video Production	\$1,400				
Video Editing	\$840				
Additional Expenses	\$75				Music Licensing
Additional Production Days & String Outs		\$1,820			7/3 check request submitted
JVP Communication Production Services		\$2,700			7/3 check request submitted
<b>Total Spend</b>	<b>\$17,020</b>	<b>\$21,132</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Truckee	\$1,000	\$0	November		
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allied Budget	\$20,000	\$20,000
Expenses	\$17,020	\$21,132
<b>Remaining Budget</b>	<b>\$3,980</b>	<b>(\$1,132)</b>



Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget  
Touch Lake Tahoe Campaign (November 2017 - April 2018)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign			October		
Map & Webpage Updates	\$800	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Itinerary Series (2)	\$1,200	\$1,200	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad Design	\$800	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad	\$2,500	\$2,500	Nov/May	December	10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$700	November	November	Entire paid 11/8 - only did one influencer
Social Media Management	\$3,400	\$3,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Advertising	\$4,205	\$4,205	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Contest Prizes	\$1,000	\$1,000		February	Contest Winner Packages - \$250/winner
FedEX		\$86		Feb/May	Shipping Prizes - December, January, February, March
Project Management	\$5,400	\$5,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
<b>Total Spend</b>	<b>\$20,705</b>	<b>\$20,091</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November	December	12/6 check received
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$1,000</b>			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget Expenses	\$20,000	\$20,000
	<b>\$20,705</b>	<b>\$20,091</b>
Remaining Budget	<b>\$1,295</b>	<b>\$909</b>

# BACC Annual Timeline

Campaign	January	February	March	April	May	June	July	August	September	October	November	December
Peak Your Adventure												
Touch Lake Tahoe												
High Notes												
Shopping												
Shop Local Holiday Contest												

January Action Items	* Shop Local Holiday Contest: Winner Chosen, Notified & Advertised * Shopping	June Action Items	* Touch Lake Tahoe: Campaign Recap * Shopping * Community Marketing Recap
February Action Items	* Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Shopping * Touch Lake Tahoe Update * Shop Local Holiday Contest Results	July Action Items	* Shopping * Community Marketing Recap * Strategic Discussion
March Action Items	* Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Community Marketing Grant Recap & Request * Shopping	August Action Items	* Touch Lake Tahoe: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping * Strategic Discussion
April Action Items	* Peak Your Adventure: Plan Approved * High Notes: Plan Approved * Community Marketing Grant Recap & Request * Shopping * Shop Local Year Round Campaign Discussion * Community Marketing Grant Recap & Request	September Action Items	* Touch Lake Tahoe: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping
May Action Items	* Touch Lake Tahoe: Campaign Ends * Peak Your Adventure: Campaign Launch * High Notes: Campaign Launch * Community Marketing Grant Recap & Request * Shopping	October Action Items	* Touch Lake Tahoe: Plan Approved * Shop Local Holiday Contest: Plan Approved * High Notes: Campaign Recap * Shopping * Partnership Funding Review & Selection
		November Action Items	* Touch Lake Tahoe: Campaign Launch * Shop Local Holiday Contest: Launch * Shopping
		December Action Items	* Peak Your Adventure: Campaign Recap * Shopping * Shop Local Holiday * Shop Local Year Round * Touch Lake Tahoe Campaign Update



## MEMORANDUM

Date: July 10, 2018  
TO: Business Association & Chamber Collaborative Committee  
FROM: Amber Burke, Events & Marketing Manager  
RE: JVP Communications Services – Shopping Video Series

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### Action Requested:

Review and possible approval of the remaining video production assistance line items – message development/talking points and on-site assistance/coordination day of shoot - from the JVP Communications quote.

### Background:

The BACC Committee approved two line items from the JVP Communications quote for video production assistance on June 29, 2018 to be included in the 17.18 fiscal year budget. The two approved services were script writing and talent coordination/management.

The quote also has two additional services listed in order for JVP Communications to handle all production and writing for the three-video series. The two remaining services are message development/talking points and on-site assistance/coordination day of shoot.

The committee could not approve the two remaining services in the 17.18 fiscal year due to not enough funds remaining. The committee chose to discuss the remaining services at the July meeting for the 18.19 fiscal budget.

### Fiscal Impact:

The cost to hire JVP Communications for the two remaining line items on the video production quote would be \$2,610.00.

- Message development/talking points: \$720.00
- On-site assistance/coordination day of shoot: \$1,890.00



Video Production Assistance – Messaging Development & Talent Management  
North Lake Tahoe Resort Association Shop Local Series

SCOPE OF WORK

- Develop messaging/talking points
- Write video scripts
- Secure and coordinate talent
- Manage talent on-site during shoot(s)
- Coordinate with local business owners

RATE

Script writing & message development	\$120/hour
Talent coordination/management	\$105/hour

ROUGH TIME ESTIMATE (per video)

Message development/talking points (2 hours per video)	\$240
Script writing (2-4 hours per video)	\$240-480
Talent coordination/management (3-4 hours per video)	\$315-420
On-site assistance/coordination day of shoot (4-6 hours per video)	\$420-630

\*\* Additional hours as requested billed at \$130 per hour

**Total (3 Video Estimate)**

Message development/talking points	\$720
Script writing	\$720-1,440
Talent coordination/management	\$945-1,260
On-site assistance/coordination day of shoot	\$1,260-1,890

Approved for 17.18 budget

Remaining Amount: \$2,610.00



**Client and/or Project Name:** BACC: Shopping, July – October 2018  
**Completed by:** Allegra Demerjian, Account Manager, The Abbi Agency  
**Point of Contact:** Allegra Demerjian, Account Manager, The Abbi Agency  
**Project Dates/Timeline:** July 2018 – October 2018

## Goal

The Shopping campaign goal is to promote shopping to in-market visitors to North Lake Tahoe, encouraging visitors to explore the shopping “districts” and promoting shopping-specific events to these visitors.

## Description

The Abbi Agency will work with the BACC on a year-round campaign that promotes shopping to in-market visitors of North Lake Tahoe. This will include a year-round awareness campaign for shopping as a standalone pillar, as well as event promotion support for all shopping-specific events.

## Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe year-round.

## Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to **Promote shopping year-round with a digital awareness campaign highlighting North Lake Tahoe’s shopping districts.**

## Tactics

### Promote shopping year-round with a digital awareness campaign

- Development and launch of Canvas ad to promote shopping and the 5 shopping districts
  - Canvas ad creative will be refreshed in October for winter-centric visuals and messages
- Social media video advertising via Facebook, Instagram and Instagram Stories to promote the shopping stories series, beginning in October 2018
- Ongoing social media posting to feature shopping-specific messages two (2) times per month on each channel
- Monthly giveaways on Facebook, Instagram or Twitter, highlighting interesting fares and shops around the region

## Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 50,000)
2. **Engagement:** overall engagement to campaign content (goal: 500)

Campaign updates will be provided at the end of each month during campaign flight, highlighting both metrics from the prior month, and comprehensive campaign metrics to-date.

## Campaign Timing

Shopping campaign will be executed on an ongoing basis from July 2018 – October 2018.

## Campaign Budget

Project	Description	Cost
Social Media and Project Management	Posting to promote shopping 2 times monthly Management of all giveaways Management of all social media advertising efforts	\$2,000
Social Media Advertising Hard Costs	Canvas Ad (\$300/month, Aug - Oct) Video Advertising (\$200/month, Oct) Boosting Budget (\$50/month, Jul - Oct)	\$1,300
<i>Total</i>		<i>\$3,300</i>

## Approvals

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[Amber Burke, Events and Communications, North Lake Tahoe Resort Association] (Sign/Date)

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[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)



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## **BACC Campaign Update**

### **June Recap and Next Steps**

#### **Peak Your Adventure – JUNE EFFORTS**

##### **Asset Development and Distribution**

During June, The Abbi Agency developed a number of assets to promote the Peak Your Adventure campaign, including the following:

- Facebook Canvas Ad
- Partner Toolkit
- Social Media Contest and Graphic Development
- Itinerary outlines and website updates
- Social media posting launch

##### **Influencer Coordination and Outreach**

During June, The Abbi Agency confirmed list of influencers for campaign partnership, and began outreach to schedule influencers. Four influencers will be brought in on behalf of the Peak Your Adventure campaign between July – September.

##### **Looking Ahead: July Priorities**

During July, The Abbi Agency will work to wrap up launch of all efforts, including:

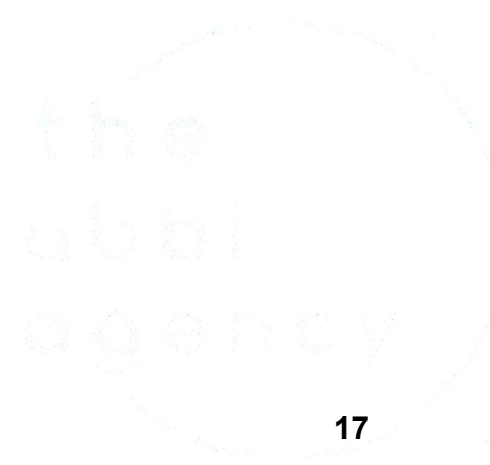
- Finalizing influencer schedules, contracts and itineraries
- Social Media Contest launch and ongoing management
- Itinerary launch on website

#### **Summerlong Music – JUNE EFFORTS**

##### **Asset Development and Distribution**

During June, The Abbi Agency developed a number of assets to promote the Summerlong Music campaign, including the following:

- Facebook Canvas Ad
- Partner Toolkit
- Rack Card Design and Printing Coordination
- Inclusion of Music messaging in social media posts





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### **Music Real-time Broadcasts**

During June, The Abbi Agency executed two (2) Real-time broadcasts featuring the Music Campaign, one at Kings Beach via Instagram Live and one at Squaw Valley | Alpine Meadows Bluesdays. Videos have received an estimated **2.8k Views** and **50+ Engagements**.

Two (2) additional real-time broadcasts will be executed between July – August in promotion of the other summerlong music events.

### **Looking Ahead: July Priorities**

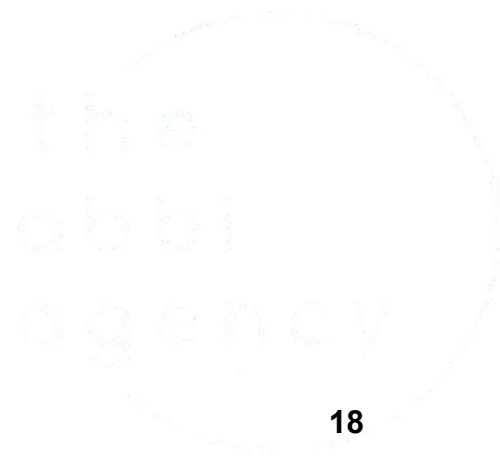
During July, The Abbi Agency will work to wrap up launch of all efforts, including:

- Social Media Contest launch and ongoing management
- Ongoing social media posting and canvas ad management

### **Shopping – JUNE EFFORTS**

#### **Planning for FY 2018.19**

During June, The Abbi Agency worked to establish ideas and plans for FY 2018.19, including providing concepts for potential campaign directions and a draft scope of work (SOW).





## 18.19 Regional Shopping Events

July 2018		
14	Sidewalk Saturdays	Tahoe City
August 2018		
11	Sidewalk Saturdays	Tahoe City
Septmeber 2018		
8	Sidewalk Saturdays	Tahoe City
October 2018		
November 2018		
24	Small Business Saturday	NLT Region
December 2018		
January 2019		
	Get S'more Saturdays	Kings Beach
February 2019		
	Get S'more Saturdays	Kings Beach
March 2019		
	Get S'more Saturdays	Kings Beach
	Get S'more Saturdays	Kings Beach
April 2019		
May 2019		
25-26	Made in Tahoe Festival	Squaw Valley
June 2019		

## Overview and Description

During the months of July 2018 – June 2019, The Abbi Agency will work with the BACC to promote shopping-specific events via North Lake Tahoe channels. A series of 6 – 8 events will be specified, one per each region in North Lake Tahoe, for promotion.

## Target Audience

Shopping-specific events will be promoted to in-market visitors to North Lake Tahoe year-round.

## Promotion Tactics

For the 6 – 8 events selected, the North Lake Tahoe Resort Association will support with the following tactics:

3-4 local events will be identified as shopping-centric, including Made in Tahoe, Get S'mores Saturdays, and others. Each event will be promoted with a specific campaign plan, including:

- Development and distribution of one (1) annual press release promoting “North Lake Tahoe as a Shopping Destination” and providing information on each event
- Local and regional press outreach around each individual event
- Providing list of 5 – 10 local/regional event calendars to each event producer
- Event-promotional posts via North Lake Tahoe social media channels 2-4 times in the weeks leading up to the event or throughout event timeframe, boosted to an audience of in-market visitors
- Real-time promotion leading up to and/or during the event, including one (1) Facebook/Instagram Live broadcast and Instagram Stories
- One (1) Social media giveaway in partnership with the event via Facebook, Instagram or Twitter
- Inclusion of event in relevant blog posts and newsletters from North Lake Tahoe

## Shop Local Contest Results

2017	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue	Leftovers
Northstar					
Squaw	103				
Tahoe City / NLTRA	423				
West Shore / NLTRA	0	0	\$0	\$ -	
Incline Village	78				
Kings Beach/NTBA	22	17	\$250	\$ 5,500	
Truckee	205				
Other					
<b>Totals</b>	<b>831</b>			<b>\$ 202,875.00</b>	<b>over 4000</b>

2016	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue	Leftovers
Northstar	87	19	\$300	\$ 30,850	550
Squaw	69	22	\$300	\$ 19,325	186
Tahoe City / NLTRA	397	33		\$ 93,975	3300
West Shore / NLTRA	0	5	n/a	\$ 100	140
Incline Village	68	10	243.01*	\$ 16,525	647
Kings Beach/NTBA	33	22	\$231	\$ 7,650	n/a
Truckee	380	55		115,375	n/a
Other				\$9,700	n/a
<b>Totals</b>	<b>1034</b>	<b>163</b>		<b>\$ 293,500.00</b>	<b>4823</b>

2015	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	25	12		\$ 29,025
SVBA	148	21		\$ 29,100
TCDA	361	29		\$ 115,400
West Shore	1	2		\$ 275
NLTRA - HH	4	40		\$ 3,425
ICBA	150	9		\$ 21,075



NTBA	46	18		\$	10,175
Truckee Chamber	650	61		\$	181,700
Other	57				
<b>Totals</b>	<b>1442</b>			<b>\$</b>	<b>390,175.00</b>

2014	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	139	17	287	\$ 39,825
SVBA	77	21	270	\$ 20,800
TCDA	231	19		
NLTRA	326	21	274	\$ 151,647
ICBA	64	26	230	\$ 14,300
NTBA	71	18	255	\$ 18,125
Truckee Chamber	512	28	317	\$ 162,779
Truckee DMA		44		
<b>Totals</b>	<b>1420</b>	<b>194</b>	<b>\$ 281.00</b>	<b>\$ 407,476.00</b>

2013	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	237	14	100	\$ 23,700
SVBA	88	18	100	\$ 8,800
TCDA	458	27	100	\$ 45,725
NLTRA	448		98	\$ 43,775
ICBA	169		100	\$ 16,900
NTBA	103	16	94	\$ 9,650
<b>Totals</b>	<b>1503</b>	<b>75</b>	<b>\$ 98.84</b>	<b>\$ 148,550</b>

2012	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	151	14	303	\$ 45,875
SVBA	122	21	295	\$ 38,450
TCDA	239	34	322	\$ 76,875
ICBA	76	9	281	\$ 21,350
NTBA	41	19	236	\$ 9,675
<b>Totals</b>	<b>629</b>	<b>97</b>	<b>287.4</b>	<b>\$ 192,225</b>

<b>Year over Year</b>	<b>Cards Turned In</b>	<b>Total Revenue</b>
2010	?	\$ 30,000
2011	273	\$ 80,010
2012	629	\$ 192,225
2013	1503	\$ 148,550
2014	1420	\$ 407,476
2015	1442	\$ 390,175
2016	1034	\$ 293,500

Added Squaw & Northstar  
 Changed card \$100/card maximum  
 Added Truckee Chamber & TDMA

First Name	Last Name	Zip	Email	NTBA	Truckee	Squaw	TC	TC	INCLINE	Northstar	Unknown	\$ PER CARD
Aaron	Fox	96145	<a href="mailto:afox6885@yahoo.com">afox6885@yahoo.com</a>					4				\$100
Abi	Polsby	96161	<a href="mailto:info@sierraescue.com">info@sierraescue.com</a>		30							\$750
Adam	Sanford	96146						16				\$400
Adam	Sanford	96145						4				\$100
Adam	Sanford	96146						4				\$100
Adam	Sanford	96146						4				\$100
Alana	Misico	96145	<a href="mailto:jeeptahoe@hotmail.com">jeeptahoe@hotmail.com</a>								9	\$225
Alex	Lintner	96146	<a href="mailto:alintner162@gmail.com">alintner162@gmail.com</a>			8						\$200
Alex	Rissi	98144	<a href="mailto:arissi7@gmail.com">arissi7@gmail.com</a>					4				\$100
Alex	Lintner	96146	<a href="mailto:alintner162@gmail.com">alintner162@gmail.com</a>			4						\$100
Alex	Lintner	96146	<a href="mailto:alintner162@gmail.com">alintner162@gmail.com</a>			4						\$100
Alex	Lintner	96146	<a href="mailto:alintner162@gmail.com">alintner162@gmail.com</a>			4						\$100
Alex	Lintner	96146	<a href="mailto:alintner162@gmail.com">alintner162@gmail.com</a>			4						\$100
Alexa	Andrews	96146	<a href="mailto:alexaandrews11@gmail.com">alexaandrews11@gmail.com</a>			12						\$300
Alice	Campbell	95376	<a href="mailto:acampbell@manzanita.me">acampbell@manzanita.me</a>		108			12				\$3,000
Allyson	Schreiber	96142	<a href="mailto:abaccagl@yahoo.com">abaccagl@yahoo.com</a>			12						\$300
Allyson	Schrieker	96142	<a href="mailto:abaccagl@yahoo.com">abaccagl@yahoo.com</a>			11						\$275
Amanda	Haeder	96161	<a href="mailto:acobean@live.com">acobean@live.com</a>		40					8		\$1,200
Amy	Johnson	96161	<a href="mailto:truckee.ann@gmail.com">truckee.ann@gmail.com</a>	4								\$100
Amy	Allen	36561	<a href="mailto:amylee@gulftel.com">amylee@gulftel.com</a>					4				\$100
Amy	Mason	96161	<a href="mailto:thugsgurl@me.com">thugsgurl@me.com</a>		12							\$300
Angela	Playle	37027	<a href="mailto:aplayle@hcpu.com">aplayle@hcpu.com</a>			12						\$300
Angelica	Tompkins	95842	<a href="mailto:atompkins3130@gmail.com">atompkins3130@gmail.com</a>								12	\$300
Anita	Johnson	96161	<a href="mailto:johnson.anita61@gmail.com">johnson.anita61@gmail.com</a>		9							\$225
Anne	Ling	90405	<a href="mailto:annie212777@gmail.com">annie212777@gmail.com</a>			12						\$300
Annie	Macfadyen	96162	<a href="mailto:anniemacfadyen@gmail.com">anniemacfadyen@gmail.com</a>		9							\$225
Antoinette	Leary	96143	<a href="mailto:amleary33@gmail.com">amleary33@gmail.com</a>			4						\$100
Aud	Haugland				12							\$300
Barb	Kott	94010	<a href="mailto:bkott@mlaglobal.com">bkott@mlaglobal.com</a>			1		11				\$300
Barbara	Larson	96161	<a href="mailto:barblar@suddenlink.net">barblar@suddenlink.net</a>		12							\$300
Becky	Arnold	96145	<a href="mailto:becky.arnold@cbnorcal.com">becky.arnold@cbnorcal.com</a>					8				\$200
Becky	Bucar	96148	<a href="mailto:beckybucar@gmail.com">beckybucar@gmail.com</a>	8	4							\$300
Becky	Arnold	96145	<a href="mailto:becky.arnold@cbnorcal.com">becky.arnold@cbnorcal.com</a>					4				\$100
Ben	Wigton	34517	<a href="mailto:findbenw@gmail.com">findbenw@gmail.com</a>					6				\$150
Benjamin	Reilly	96145	<a href="mailto:beressie@gmail.com">beressie@gmail.com</a>					16				\$400
Benjamin	Reilly	96145	<a href="mailto:berezzie@gmail.com">berezzie@gmail.com</a>					8				\$200
Beth	Murphy	96141	<a href="mailto:bandjm94@yahoo.com">bandjm94@yahoo.com</a>					4				\$100
Beth	McLaughlin	89436	<a href="mailto:renobms@gmail.com">renobms@gmail.com</a>		12							\$300
Beth	Murphy	96141	<a href="mailto:bandjm94@yahoo.com">bandjm94@yahoo.com</a>					4				\$100
Bettina	Schmitt	94109	<a href="mailto:bettinasnow@msn.com">bettinasnow@msn.com</a>					8				\$200
Bev	Stephens	77450	<a href="mailto:stephensba1@gmail.com">stephensba1@gmail.com</a>					12				\$300
Bill	Dietz	96140	<a href="mailto:bill@tlxp.com">bill@tlxp.com</a>					8				\$200
Bill	Hoffman		<a href="mailto:bilhof@comcast.net">bilhof@comcast.net</a>								48	\$1,200
Bill	Shultz	96161	<a href="mailto:bluwaterbilly@hotmail.com">bluwaterbilly@hotmail.com</a>		12							\$300
Bill	Hoffman		<a href="mailto:bilhof@comcast.net">bilhof@comcast.net</a>								12	\$300
Bill	Wendin	96140	<a href="mailto:wwendin@yahoo.com">wwendin@yahoo.com</a>					12				\$300
Bill	Wendin	96140	<a href="mailto:wwendin@yahoo.com">wwendin@yahoo.com</a>					12				\$300
Blanca Elena	Carrillo	96145	<a href="mailto:bcarrillo@husd.org">bcarrillo@husd.org</a>					12				\$300
Blanca Elena	Carrillo	96145	<a href="mailto:becarrillo4@gmail.com">becarrillo4@gmail.com</a>					6				\$150
Blank					5							\$125
Bob	Pullman	94131	<a href="mailto:bobpullman@hotmail.com">bobpullman@hotmail.com</a>					7				\$175
Bob	Crowe	89451	<a href="mailto:bmc_rec@comcast.net">bmc_rec@comcast.net</a>								12	\$300
Brandon	Beck	96143	<a href="mailto:mountainbeck@gmail.com">mountainbeck@gmail.com</a>					4				\$100
Brannon	Leonard	96145						4				\$100
Brenda	Dittmore	96140	<a href="mailto:bdittmore@sbcglobal.net">bdittmore@sbcglobal.net</a>		12							\$300
Brian	Guinn	96141	<a href="mailto:bside77@hotmail.com">bside77@hotmail.com</a>					4				\$100
Brian	Rollston	96145						4				\$100
Brian	Gordner	89436	<a href="mailto:everyothernicknameistaken@gmail.com">everyothernicknameistaken@gmail.com</a>		10							\$250
Bridget	Crowe	89451	<a href="mailto:bmc_rec@comcast.net">bmc_rec@comcast.net</a>						12			\$300
Bridget	Crowe	89451	<a href="mailto:bmc_rec@comcast.net">bmc_rec@comcast.net</a>								12	\$300
Bridget	Crowe	89451	<a href="mailto:bmc_rec@comcast.net">bmc_rec@comcast.net</a>	4								\$100
Bridget	Crowe	89451	<a href="mailto:bmc_rec@comcast.net">bmc_rec@comcast.net</a>					4				\$100
Bruce	Muir	94903	<a href="mailto:brucemuirpainting@gmail.com">brucemuirpainting@gmail.com</a>	4								\$100
Camden	Spencer	96161	<a href="mailto:camden_spencer@yahoo.com">camden_spencer@yahoo.com</a>		12							\$300
Cammy	Hunter	89449	<a href="mailto:cammy.hunter@hotmail.com">cammy.hunter@hotmail.com</a>		32							\$800
Carlyn	Davis - Hamilton	20132	<a href="mailto:carlyn@carlyndaviscasting.com">carlyn@carlyndaviscasting.com</a>			12						\$300
Carmel	Dewies	96142	<a href="mailto:carmeldewies@comcast.net">carmeldewies@comcast.net</a>					4				\$100
Carol	Kelly	89450	<a href="mailto:carolkelly@suddenlink.net">carolkelly@suddenlink.net</a>		4							\$100
Carol	Hockenridge	96160	<a href="mailto:chockenridge@hotmail.com">chockenridge@hotmail.com</a>		8					4		\$300
Carole	Bernardi	89450	<a href="mailto:cthewriter@aol.com">cthewriter@aol.com</a>		4							\$100



Caroline	Vallejo	92882	<a href="mailto:carolinev22@gmail.com">carolinev22@gmail.com</a>
Caroline	Kaplan		<a href="mailto:carolinemsk@yahoo.com">carolinemsk@yahoo.com</a>
Caroline	Kaplan		<a href="mailto:carolinemsk@yahoo.com">carolinemsk@yahoo.com</a>
Carolyn	Pratt	96160	<a href="mailto:2carolynpratt@gmail.com">2carolynpratt@gmail.com</a>
Carolyn	Myrmel	96143	<a href="mailto:cmyrmel@yahoo.com">cmyrmel@yahoo.com</a>
Carolyn	Blakeman	96145	<a href="mailto:carolynblakeman@gmail.com">carolynblakeman@gmail.com</a>
Carolyn	Foster	89450	<a href="mailto:cfosterH@icloud.com">cfosterH@icloud.com</a>
Carolyn	Foster	89450	<a href="mailto:cfosterH@icloud.com">cfosterH@icloud.com</a>
Casey	Reid	96141	<a href="mailto:caseyreid@yahoo.com">caseyreid@yahoo.com</a>
Casey	Reid	96141	<a href="mailto:caseyreid@yahoo.com">caseyreid@yahoo.com</a>
Cassale	Sherriff	94941	<a href="mailto:cassale@thewellnesswheel.org">cassale@thewellnesswheel.org</a>
Cassie	Trant	96150	<a href="mailto:catroutfish@gmail.com">catroutfish@gmail.com</a>
Cat	Fox	95062	<a href="mailto:car_fox@att.net">car_fox@att.net</a>
Cat	Fox	95062	<a href="mailto:cat_fox@att.net">cat_fox@att.net</a>
Cat	Fox	95062	<a href="mailto:cat_fox@att.net">cat_fox@att.net</a>
Cat	Fox	95062	<a href="mailto:cat_fox@att.net">cat_fox@att.net</a>
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	12							\$300
	12							\$300
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				4				\$100
				4				\$100
		12						\$300
	5	1						\$150
		12						\$300
24								\$600
12								\$300
36								\$900
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				6				\$150
6								\$150
				4				\$100
	12							\$300
							24	\$600



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				4				\$100



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				12				\$300
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	12							\$300
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						4	27	\$100



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Larry	Boerner	96148	
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M.	Myers	89451	<a href="mailto:skmshopping@gmail.com">skmshopping@gmail.com</a>
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Madelyn	Pruett	96145	
Madelyn	Pruett	96145	
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Patricia	Preston		
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4									\$100
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	4								\$100
		12			24				\$900
1			3	8					\$300
				12					\$300



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				12					\$300
		12							\$300
	9								\$225
				12					\$300
				12					\$300
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				12					\$300
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				12					\$300
2	31	1							\$850
	11								\$275
				12					\$300
				4					\$100
	36								\$900
				12					\$300
	2	8	1	1					\$300
		12							\$300
				4					\$100
	2	3	3					4	\$300
								12	\$300
	12								\$300
	4								\$100
				20					\$500
				4					\$100
4									\$100
	11			1					\$300
	10			2					\$300
		24							\$600
							12		\$300
3	15								\$450
						7			\$175
		12							\$300
				4					\$100
						12			\$300
						4			\$100
		4							\$100
	4								\$100
	4								\$100
	4								\$100
	12								\$300
						8			\$200
	2						10		\$300
	4					8			\$300
						12			\$300
						4			\$100
						11			\$275
	12								\$300
									\$300
	10								\$250
	7							5	\$300
									\$250
	12								\$300
									\$300
	3	4							\$175
						4			\$100
						8			\$200
						4			\$100
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						4			\$100
						7			\$175
						4			\$100
						4			\$100
4	19					6		14	\$1,075
						12			\$300

