



north lake tahoe

Chamber | CVB | Resort Association

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

Mission of the North Lake Tahoe Chamber of Commerce

"To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee
Members**

NLTRA Board:

*Kaliopé Kopley
Valli Mumane*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Steve Hoch
Tahoe City Downtown Assoc.*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Assoc.*

*Mike Young
Incline Community Business
Assoc.*

*Cassandra Sharp
Village at Northstar Assoc.*

*Joy Doyle
North Tahoe Business Assoc.*

*Michael Gelbman
Sierra Sun*

*Maja Thaler
Sandbox Studio*

*John Crus
Green Envy*

*Eli Covell
Hacienda Del Lago*

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Membership Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
 - June 13, 2012 Meeting Minutes
- E. CEO Update – Sandy Evans Hall (5 minutes)
- F. Business Directory Update (20 minutes)
- G. Discussion: What Classes/Education provides the most value to Business owners in North Lake Tahoe? (20 minutes)
- H. Membership Program and Project Updates – Deanna Frumentti (5 minutes)
 - Upcoming Membership Activities
 - Wage and Salary Survey
- I. Presentation: Visitor Information Center Membership Opportunities (15 minutes)

County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

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

This meeting site is wheelchair accessible

Posted and Emailed-8/3/2012



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

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, June 13, 2012 – 9 am

Tahoe City Visitor Center

PRELIMINARY MINUTES

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

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

Others in Attendance: Pettit Gilwee and Dave Snyder

1. Call to Order – Establish Quorum

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

2. Public Forum

3. Agenda Amendments and Approval

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

4. Approval of the Meeting Minutes

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

5. CEO Update

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

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

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

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

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

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

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

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

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

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

8. Membership Program and Project Updates - Deanna

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

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

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

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

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

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

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

10. Committee Member Reports/Updates from Community

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

11. Standing Reports

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

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

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

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

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

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

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

12. ADJOURNMENT

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

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



2011 Class Ideas

- **Creating Welcoming Storefront Displays**
- **Signage Guidelines**
- **New Chamber Member Orientation**
- **Negotiating a Lease**
- **Job Fairs**
- **Customer Service Training**
- **One Stop Concierge**
- **Yelp Seminar**
- **Using Facebook for Your Business**
- **Word of Mouth Marketing- Managing your Business' Reputation**

New Class Ideas

- **What is Pinterest and How to use it**
- **Certification Programs: Kitchen, Drivers, etc.**
- **Surviving a Seasonal Economy**
- **Free Google Business Applications**



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August 3, 2012

Subject: Committee Update

From: Deanna Frumenti, Membership Manager

Decisions and Considerations:

- No decision is being requested from the Committee
- Staff will provide an oral status report at the meeting

Business Directory

The Business Directory for GoTahoeNorth.com has been launched. Two weeks before the Business Directory launched we implemented an email and social media campaign to drive our members to go online and view it. There is a promotion for the first five members who call and inquire about enhancing their business listing to receive a free online coupon. This is done in an effort to upsell membership tiers and to create coupons for members to view.

- Enhanced Listings
- Videos
- Extra Images
- URL's
- Social Media Links
- Online Coupons (Members Only & Public)

Enhanced Listing Example

Level 3

Level 3

Browser tabs: KOO \$10 San, Sugar Bowl SI, Lake Tahoe E, Action Water, Action Water, Searched for, Sugar Bowl SI

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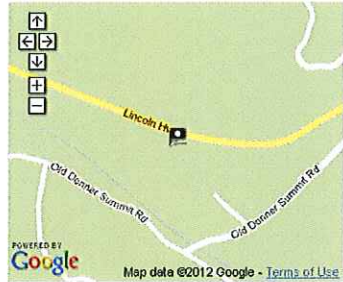
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Chamber of Commerce



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In 1938 Walt Disney was among the visionaries who helped pick this picture-perfect location, and placed upon it the first chair lift in California. Because we were up here first, we naturally picked the best site. What Mr. Disney and his fellow adventurers found was a prime location near Donner Summit: a place of precipitous peaks, steep narrow chutes and wide open bowls. But more than that, they picked a spot that receives more snow than almost anywhere in North America. On average, receiving over 500 inches of feather-light snow per year. It also happened to be easier to get to than other sites in the Tahoe area. Once you discover Sugar Bowl, you'll see how the same man who brought the Matterhorn to Southern California, out did himself with a grander, truer alpine experience in the Sierras. One with lots more fun and tons more snow.

Sugar Bowl Ski Resort has been a member of the North Lake Tahoe Chamber/CVB/Resort Association since 2006.

Coupons/Discounts

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Choose from Parasailing, jet skis, waverunner, canoes, waterskiing, calamaran tours and fishing charters. Located across the street from the Hyatt in Incline Village

Action Water Sports has been a member of the North Lake Tahoe Chamber/CVB/Resort Association since 2010.

Coupons/Discounts

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

Event and Education Schedule

September

- | | | |
|----|---|-----|
| 13 | Mixer-North Lake Tahoe Bonanza
Incline Village | 5-7 |
| 18 | ChamberEd Class: Networking | 4-5 |
| 18 | Mixer-Resort at Squaw Creek
Holiday Mixer | 5-7 |
| 20 | Mixer- Incline Village Community Hospital
Renovations' Celebration | 5-7 |



Visitor Information Center Opportunities

The spacious, inviting, state of the art Visitor Information Center in Tahoe City is quickly becoming a cornerstone in Tahoe City's vibrant downtown. It is also the front porch of the community and often the first stop for 200,000 visitors who are searching for lodging, restaurants, relocation information, shopping, attractions, activities, directions, and ideas for a unique Tahoe experience. Showcase your business and help welcome guests to the region by taking advantage of the many opportunities that help visitors craft a very memorable and personal vacation.

FREE to All Members

As a member of the Chamber of Commerce, you have access to some free advantages. Get free exposure to your business by displaying your collateral at the Tahoe City Visitor Information Center. In peak seasons we get hundreds of visitors asking for information a day- membership guarantees priority referrals and collateral placement!

Conference Room Rental

Our conference room is ideal for meetings where you invite up to 15 people. Your rental includes free Wi-Fi access and a White wall, not just a white board – but a whole wall to write on!

Kiosks:

This rolling 3 –sided display has 1 side available for rent. You are welcome to change your display daily and encouraged to have staff available to promote your message. You can move your kiosk outside during operational hours.

Window Display

This is a street front opportunity for displaying several pictures/flyers of your business. It's ideal for seasonal activities, points of interest and where you can rent equipment. You are welcome to update your display throughout your rental time.

Suggestions: use QR codes etc

"Coffee at the Chamber" Presenting Sponsor

- The Center will sell your coffee in 1 lb bags in a special section
- You are the supplier of coffee service for our conference room meetings and visitors.
- Includes sponsorship signage wherever coffee is served in the center.

Concierge Corner

Highlight your business through the Concierge service that will offer tickets, tours, activities, dining, reservations and lodging suggestions to visitors .

Relocation Package

We live, work and play here – and many others want to do the same! The center sends packets filled with helpful information to our potential neighbors and business owners. Let them know who you are and what services you provide BEFORE they move here.

Business of the Week and Month

Your brochure will be prominently displayed at our attractive counter and sign in area.

Monthly rates

Unique Display Corner

Build your own display to show off your product in an eye-catching, possibly interactive display. You have a floor area of 4x6' to bring in your unique displays (large artwork, podiums, rugs etc)

Event Sponsors

Our center is a gathering place for locals and visitors alike due to, in part, our special events that we plan to hold on a regular basis. Below are a few of the events that we are considering. Logo placement and "sponsored by" on all promotion pieces including flyers, banners and easels. Please check with our staff for additional opportunities:

- Wine tastings
- Book signings
- Interpretive talks
- Artist receptions
- Business meet and greets

For more information on these opportunities, or for a free consultation on how the Visitor Information Center can help your business please contact:

Deanna Frument, Membership Manager

530-581-8764

Deanna@puretahoenorth.com