



**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE**

Wednesday, April 20, 2011 – 9am
Tahoe City Public Utility District, Board Room

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.”

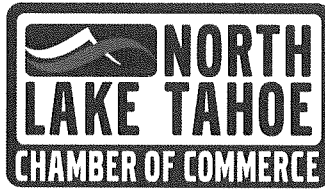
Meeting Ground Rules

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

To help ensure the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project. At each meeting, we will: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.

<p>Chamber of Commerce Advisory Committee Members</p> <p>NLTRA Board: Ron McIntyre Kaliopi Kopley Phil GilanFarr Alex Mourelatos</p> <p>Committee Members: Caroline Ross, Chair Squaw Valley Business Association</p> <p>Justin Broglio Tahoe City Downtown Association</p> <p>Jan Colyer TNT/TMA</p> <p>Sherina Kreul Bank of the West</p> <p>Kay Williams West Shore Association</p> <p>Mike Young Incline Community Business Association</p> <p>Joy Doyle Village at Northstar Association</p> <p>Cheri Sprenger North Tahoe Business Association</p> <p>Michael Gelbman Sierra Sun</p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Chamber of Commerce 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)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Chamber of Commerce Meeting Minutes <ul style="list-style-type: none"> Feb 16, 2011 meeting minutes Mar 16, 2011 meeting minutes </p> <p>E. Chamber Program and Project Updates - Kym Fabel (10 minutes) <ul style="list-style-type: none"> Upcoming Chamber Activities <ul style="list-style-type: none"> - Earth Day Booth – April 23, 2011 </p> <p>F. NLTRA Report – Andy Chapman (5 minutes)</p> <p>G. Review, Discussion and Possible Action for Recommendation to NLTRA Board of Directors Funding of Community Marketing Grant Applicants - ROUND 2 (30 minutes)</p> <p>H. Presentation, Discussion, Possible Action to Approve the 2011/12 Chamber Business Plan Goals/Action Plan (30 minutes)</p> <p>I. Update and Discussion of the Joint Membership Campaigns with the Chamber of Commerce and Business Associations (10 Minutes)</p>
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<p><u>County Representative</u> <i>Ron Yglesias</i></p> <p><u>Quorum</u> 2 Board Members 1 Lay Member</p>	<p>J. Committee Member Reports/Updates from Community Partners (5 minutes)</p> <p>K. Adjournment</p> <p>L. Standing Reports <ul style="list-style-type: none"> • Monthly Business Plan Implementation Report • Profit and Loss Statement </p>
<p>This meeting site is wheelchair accessible <i>Posted and Emailed-4/15/2011</i></p>	



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

February 16, 2011 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Mike Gelbman, Justin Broglio, Joy Doyle, Caroline Ross, Kay Williams, Joy Doyle, Phil GilanFarr, Mike Young and Jennifer Merchant

RESORT ASSOCIATION STAFF: Kym Fabel Andy Chapman and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Jennifer Merchant and Maria Kiss

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:12 am by Chair Caroline Ross however a quorum was not established, due to the lack of one NLTRA Board member. The Committee established a quorum after the meeting started with the addition of Jennifer Merchant.

2.0 PUBLIC FORUM

2.1 No public forum at this time

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Move item K (Discussion and Possible Action to Decide if Business Associations can Apply for Community Marketing Grant Funds) to next month due to Business Association representatives not present at today's meeting.

3.3 Due to the lack of a quorum the Committee made an informal motion to approve the Chamber of Commerce Advisory Committee Agenda as presented with amendment of tabling item K to the next meeting. M/S/C (Doyle/Williams).

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 Due to the lack of a quorum the Committee made an informal motion to approve the Chamber of Commerce Advisory Committee Meeting Minutes from January 27, 2011. M/S/C (Broglio/Gelbman).

5.0 DISCUSSION AND POSSIBLE ACTION TO ELECT A VICE-CHAIR FOR THE CHAMBER ADVISORY COMMITTEE

5.1 Kym reported that there was discussion at last months Chamber meeting concerning the appointment of a Chamber Advisory Committee Co-Chair serving a one year term. Kym suggested nominating a Vice-Chair (that could step in when necessary) instead of a Co-

Chair. The Committee agreed and after discussion Kay Williams nominated Joy Doyle as Vice-Chair for the Chamber of Commerce Advisory Committee. Joy thanked the Committee but gracefully declined because the new GM of Northstar may replace her on the Committee. Joy Doyle then nominated Kay Williams as Vice-Chair.

- 5.2 Due to the lack of a quorum the Committee made an informal motion to appoint Kay Williams as the Vice-Chair of the Chamber of Commerce Advisory Committee. M/S/C (Doyle/Broglio).**

6.0 DISCUSSION AND POSSIBLE ACTION TO CHANGE QUORUM REQUIREMENTS OF THE CHAMBER ADVISORY COMMITTEE

6.1 Kym suggested that the quorum requirements for the Chamber Committee change to having 1-Board Member (not 2) and 2-lay members (not 1) due to past difficulty achieving a quorum. Joy professed concerned that having only one NLTRA Board Member would not offer enough input from the Board. Phil agreed and suggested having 3-Lay members and 2-board members. After discussion the Committee agreed to change the Chamber of Commerce Advisory Committee quorum requirements to: 2-Board members and 3-Lay Members.

- 6.2 Due to the lack of a quorum the Committee made an informal motion to change the Chamber of Commerce Advisory Committee quorum requirements from 2-Board Members and 1-Lay member to 2-Board Members 3-Lay Members. M/S/C (Broglio/Gelbman).**

- 7.0 M/S/C (Broglio/Young) (9/0) to reapprove all previous motions with the addition of Board Member, Jennifer Merchant.**

8.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

8.1 Kym Fabel reported that staff has been working on the 57th Annual Chamber of Commerce Awards Dinner scheduled for this evening. The Chamber hosted a very successful mixer at Granlibakken's Cedar House Pub on February 3rd. The Chamber of Commerce may take on more responsibility concerning the Tuesday Morning Breakfast club. The Annual Chamber of Commerce Member Survey was sent out via email to an estimated 1000 Chamber members with 73 people responding to the survey. The results were distributed to the Committee. Justin asked Kym if she could compile a staff summary report concerning the survey data. He noted 73% of people stated they have never attended the Expo and he wanted to know how the Chamber plans to increase Expo attendance. Kym replied that she will provide a staff report prior to the next meeting (in the meeting packet) so that it may be helpful to use in formulating the Chamber 2011/2012 goals. The Business Expo is scheduled for June 2, 2011 at the North Tahoe Event Center. This is a non-tourist Expo and a good way for local businesses to network with one another. The Chamber Ed class, Manger as a Coach is sold out. Kym reported that the ChamberEd classes have been selling out on a regular basis

Action: Kym create a staff summary report concerning the data from the Chamber Member Survey

9.0 UPDATE AND DISCUSSION OF THE JOINT MEMBERSHIP CAMPAIGNS WITH THE CHAMBER OF COMMERCE AND BUSINESS ASSOCIATIONS

9.1 Kym reported that last month she, Mike Young-ICBA, Kay Williams-WSA, Justin Broglio-TCDA and Cheri Sprenger-NTBA met to explore the possibility of a joint membership structure between the Business Associations and the Chamber. They came up with a Pilot Program for 2011/2012 to present to the Business Association Boards for approval:

- Renewing Members-Pay full membership to their host association, they have an opportunity to get a “referral rate” to another association (approximately 20% off full membership fee).
- New Members-New members to any association can get a “package rate” (approximately 20% off the cost for both membership fees).

Justin stated that past members have professed disappointment because they can not receive any discounts with this campaign. The benefit for the TCDA and ICBA is that membership management takes a large amount of time, and in the joint/membership plan, the Chamber would manage the memberships and pay out to the partners. If this process is put into action it will be reviewed in the future for re-evaluation. The Committee was concerned about past members not gaining any benefit from this campaign. Kay would like to research the economic impact of discounting past members for the Associations and the Chamber. Mike stated that because Incline is not in Placer County there has been concern about joining the Chamber, so they are trying to educate Incline business owners of the Chamber's benefits. The Committee discussed one benefit of the plan would be an influx of new members because the Business Associations and the Chamber will sell their own and the others memberships. Justin stated that they are working on a one sheet of talking points (Association and Chamber benefits) to use for sales purposes. Joy asked if 20% is enough of a discount to make the program successful and she asked if any goals have been set. Both Kym and Justin stated that their goal is to gain 10 new members.

- 9.2 Kay suggested having a community fair, picnic or community fundraiser to educate the community about the benefits of each organization. There was discussion if the Chamber could utilize Marketing Grant funds for a community fundraiser. Andy reminded the Committee that the Chamber does conduct or pay for any out-of-market marketing; it is done by the NLTRA. The Chamber only advertises in-market. Another meeting will be scheduled when the NTBA and the Westshore Boards approve the process. Ron stated that it's important to maintain a certain number of memberships to prevent increased membership fees. Mike Gelbman said he could assist with the creation of a one sheet to be distributed to prospective members. Kym will gather the information from the individual Business Associations and send it to Mike as soon as the process is approved.

Action: Kym will gather the information from the Business Associations and send it to Mike as soon as the process is approved.

10.0 NLTRA REPORT-ANDY CHAPMAN

- 10.1 Andy reported on the current NLTRA marketing efforts, there is a radio campaign kicking off on Monday which is a four week buy to push the rest of the winter season in the Bay Area. The summer media planning has started. Staff is looking to schedule a date for a Joint Chamber/Marketing/Lodging Committee Meeting.
- 10.2 Andy stated that the Amgen Tour of California will be here in 90 days. Last week there was the route announcement which gained Tahoe a lot of publicity. A new sponsor has signed up, Korbel Champagne, which will provide \$20,000 in cash and product for the gala event. The Sierra Nevada Media group has signed on as a media partner and they have designated \$15,000 towards local media. Tomorrow morning at 10 am there is an Amgen Event Calendar meeting at the NLTRA office and Andy welcomed the Committee members to attend. Kym asked Andy what is the role of the Chamber concerning Amgen. Andy replied that the role of the Chamber is to educate local business and the residential community. An example would be working with schools to get children outside when the racers go by and assist in getting teams into classrooms to educate local children on why exercise is important. The Chamber can also introduce important sponsors to the community. Phil suggested updating the Chamber of Commerce website with Amgen information and the route map. He also wanted to know what the plan was for educating the North Lake Tahoe community about Amgen. Andy replied that he has conducted over 50 presentations to different associations and clubs in the area. He also informed

the Committee about the Amgen Tour of Tahoe website tahoeamgen.com (which is updated frequently). The NLTRA is not in charge of events, the local communities are, and those events are posted on the website. Justin told the Committee that he picked up Amgen posters from the NLTRA office and has been speaking to the community informing them of the event calendar. Andy stated that they are selling sponsorships but it's been difficult due to AEG having global sponsorships and being very specific about who can use their logo. Phil asked about local lodging specials, Andy replied that "Cool Deals" will be used to post lodging specials. Justin stated that he and Kym are working together to create an educational class, *How Your Business can Benefit from the Amgen Tour*. Andy stated that there will be an Amgen presentation at the Chamber Awards Dinner this evening and asked the Committee if they know of an association or group that would like a presentation to let him know. Kym asked about selling the logo wear, Andy stated that there will be Tahoe specific logo wear and he is working on getting the product distributed. There will not be AEG specific merchandise sold, unless they decide to set up a booth and sell it.

11.0 TAHOE CITY DOWNTOWN ASSOCIATION

11.1 ROI Presentation (2009-2010)

Justin reported that the TCDA has completely revamped their website. A majority of the Chamber Marketing Grant funds went towards the new and improved site. Justin reviewed the new website and noted the addition of video links and photos. They have also added a 'renew membership' to the website so people can pay online. Eric Brant built the video player for the website and the videos can be utilized on other websites. Since the websites revamp the average time spent of the site nearly doubled and the average pages viewed per visit nearly tripled from the old site. Justin reviewed the advertising purchased through Tahoe TV. The TCDA was able to market the Concerts at Commons beach and their attendance exceeded 19,000 with the largest concert at 3,500 people. Their facebook page has also received great response. Kym asked Justin how the grant assisted him in his website revamp and marketing buys. Justin stated that he couldn't have purchased radio buys or Tahoe TV without the grant funding. The TCDA's total marketing budget is \$15,000 with \$10,000 coming from the Marketing Grant funds.

11.2 Presentation, Discussion and Possible Action on Grant request (2010-2011)

Justin reported that they are requesting \$10,000 in Marketing Grant funds to be used to market the TCDA by purchasing; geographic area advertising with Tahoe TV, Capital Public Radio, Tahoe Quarterly and local print and radio partnerships for \$5,000, production and printing of promotional materials such as the walking map (which is now 4-panels and has Granlibakken listed) and the creation and printing of a new restaurant guide/rack card for \$3,000 and the production and printing of signage for a new TCDA trade show booth for \$2,000.

11.3 **M/S/C (GilanFarr/Young) (8/0/1-Broglio) to approve the distribution of \$10,000 for the TCDA's Marketing Partner Grant for 2011.**

12.0 DISCUSSION ON 2011/12 CHAMBER BUSINESS PLAN

12.1 Kym presented the Chamber of Commerce Business plan to the Committee. Justin suggested Kym create a staff report summarizing the survey data and recommending changes to the business plan accordingly.

13.0 MEMBER UPDATES

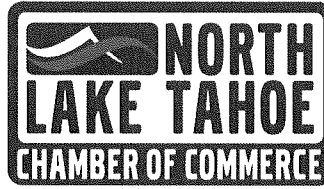
13.1 **Kay Williams, West Shore Association**-The Westshore Association had a meeting concerning Opening Day at the Lake. The Tahoe Tree Company, Granlibakken, Uncommon Kitchen and Cycle Paths will be conducting a street fair at Tahoe Tree during the Amen Tour. It is the 100th Anniversary of Obexter's during SnowFest and they plan to have a float in the SnowFest parade.

- 13.2 **Caroline Ross**-The Earth Day Festival is scheduled for April and they are working to "Drive Heads on Beds" with SIGBA by adding programming the night prior to the event and booking the band Vinyl for entertainment during the festival. She asked the Committee if there was any possible way the Marketing Grant fund could be revisited if they increase TOT. The Neighbourhood Company is in the planning stages for summer. They are bringing a Mud Adventure race on the mountain that should bring around 5000 people on September 18th. Kym asked if she feels the Chamber should have a booth at Earth Day to represent the Chamber and the different Business Associations. The Committee agreed that it would be beneficial for everyone.
- 13.3 **Justin Broglio, TCDA**- You can register for the SnowFest Parade and Wacky Winter Bowling on TCDA's website and they are currently working on improving the Farmers Market.
- 13.4 **Mike Young, ICBA**-They are working on their website and creating 3 events for SnowFest included a Polar Plunge.
- 13.5 **Maria Kiss, NTBA**-The Kings Beach, Joe King Poker tournament is scheduled for this Sunday. They have been working on the SnowFest Parade and looking at scheduling an Amgen Meeting in March and creating a child friendly event for Amgen.

14.0 **ADJOURNMENT**

- 14.1 The meeting was adjourned at 11:03 a.m.

Submitted by,
Emily Sullivan
Programs Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

March 16, 2011 – 9:00 am

Ride Out Community Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Sherina Kreul, Mike Gelbman, Justin Broglio, Mike Young, Caroline Ross, Maria Kiss, Cheri Sprenger and Alex Mourelatos

RESORT ASSOCIATION STAFF: Kym Fabel, Ron Treabess, Andy Chapman and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:22 am by Chair Caroline Ross and the Committee was one NLTRA Board Member short of a quorum.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Due to the lack of a quorum the Committee accepted the agenda by acclamation.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 The minutes from February 16, 2011 were tabled until next month.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber program and project updates. The Chamber hosted a mixer at The Store, Barifot and the Sierra State Parks last month. Information concerning which State Parks will be closing has not been released. The Community Awards dinner was very successful. This year the past winners gave the award to the present winners, something that will be considered in the future. The planning for the Chamber Business Expo in June is under way. Kym stated that the Chamber and the Business Associations are partnering to create four ChamberEDucational classes entitled, 'Your Business and the Amgen Tour of California.' The classes will be 1 ½ hours long. First Andy will give an overview of the Amgen Tour and the rest of the program will review 'How your can business benefit from the Amgen Tour of California.' The scheduled dates for the program are:

- March 23-From 1:30-3 pm, Sawtooth Ridge Café, Tahoe City. Co-hosted by TCDA
- March 24- From 5:30-7pm at the Blue Onion Café, Kings Beach. Hosted by the NTBA, Please RSVP 546.9000
- March 28-Scheduled from 10:30 am, Parasol Bldg, Incline Village. Co-hosted by the ICBA

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- March 28-From 2-3:30 pm, Granlibakken. Co-hosted by the West Shore Association.

There is still room to sign up for the ChamberED class, 'Time Management for Busy People' scheduled for this Thursday

6.0 NLTRA REPORT-ANDY CHAPMAN

- 6.1 Andy stated that staff has been extremely busy with the upcoming Amgen Tour. Andy said the Amgen LOC Committee will need assistance from the Chamber Committee to get information out to the community. He discussed the Amgen Tour ChamberEd classes for the businesses. There is an Amgen welcome logo that business can put on their websites to use as a link to the local Amgen website. There are Amgen window clings and banners that businesses can use to promote the Tour (contact any NLTRA staff for the logo and window clings are available at the VIC). There were a series of site inspections with Amgen last week. Marketing for the Tour is in Phase I: marketing locally to skiers and winter visitors. Phase II will be getting the message out-of-market. Kym asked how sponsorship sales are going. Andy replied they have been hard at work selling sponsorships and asked the Committee to inform him if they know any possible sponsors. He stated as the event gets closer they will be working closely with the PUD to spruce up North Lake Tahoe. Cheri stated that the NTBA do their best to motivate local business owners to put out balloons and spruce up to welcome Amgen participants. Alex suggested sending out a letter to businesses from the Business Associations and the Chamber encouraging business participation and offering help from the Chamber and the Business Associations. Amgen is something the NLTRA has been working hard to bring to North Lake Tahoe to help achieve economic prosperity. Alex said communication needs to be coordinated between the Business Associations and the Chamber of Commerce. After next weeks ChamberEd classes the letter can be created around the questions asked. Kym asked if Washoe County has been contacted. Andy replied that he would look into it and the RSVCA has a link on their website to our website.

7.0 NORTH TAHOE BUSINESS ASSOCIATION ROI PRESENTATION AND GRANT REQUEST 2010/2011

- 7.1 Cheri presented the 2010 ROI presentation to the committee. The North Tahoe Business Association spent the \$10,000 Chamber Marketing Grant the following ways: \$2000 on promotional maps (Bay to Bay, Places to go, Things to do), \$2000 on Music on the Beach, \$2800 Tahoe TV visitor network spot and \$3200 on NTBA Co-op/Bay to Bay/Summer event Rack Cards and other advertising.
- 7.2 Alex stated that Chamber Members and Lodging Partners are marked with stars on the promotion map the NTBA produces. He suggested that staff strengthen the linkage of the Neighborhood maps and the Business Association maps by making them resemble each other. Andy asked the committee if they notice something that needs to be changed on the Neighborhood map let staff know and it will be corrected at the next printing.
- 7.3 Cheri presented the 2011NTBA Grant Request presentation to the committee. The North Tahoe Business Association is requesting \$10,000 in Chamber Marketing Grant funds to be utilized the following ways: \$1500 on banner for Kings Beach, \$1000 on Music on the Beach, \$3000 on Tahoe TV visitor network spot, \$2000 on Bay to Bay Places to Go, Things to Do Map and \$1500 July 3rd Fireworks Celebration and \$1000 on Summer Event rack cards.
- 7.4 **The Committee agrees to recommend to the NLTRA Board approval of the \$10,000 Marketing Grant request from the North Tahoe Business Association.**

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8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE A REVISED COMMUNITY GRANT REQUEST FROM TAHOE TRUCKEE EARTH DAY

8.1 Kym stated that there is \$10,867 available in the Community Marketing Grant funds at this time. Caroline reported that Tahoe Truckee Earth Day originally applied for a Community Grant and was denied due to being able to generate enough room nights (TOT). The Earth Day Festival has revised their grant application and resubmitted it to the Committee for review. They are currently joining forces with SIGBA and adding a film festival Friday night to make the event a multiple day festival to increase room nights (TOT). Alex said since Truckee Earth Day changed their event to a multiple day event the program is working to increase TOT. The Committee discussed the revised application and asked if all denied applicants will be able to re-apply for Community Marketing funds. Andy asked if the \$10,000 in Chamber Community Marketing Grant funds have been subtracted from the \$10,867. Kym replied that they have not. He stated that there is a policy in place concerning application deadlines; if there are funds available then all denied applicants and the community needs to be informed that they can reapply or apply. He stated that first staff needs to find out if the funds will be designated to the Chamber. Kym replied the funds are not set as a Business Association Grant Funds but as Event Grant Funds so she has been formulating an event to utilize the funds. Cheri believed the Chamber needs to be a part of the resubmission process. Cheri suggests the Chamber not request the full amount. Ron stated that the Chamber should not request any funds and advertise that the full amount is available to re-submit a grant request or submit a new request. Andy suggested a notice be distributed to the community stating there is \$10,867 available in Community Grant Funds that were not utilized in the first round of applications and applications for the funds must be turned in by April 11th. The Committee discussed reviewing the applications on April 20th. Ron stated the Chamber needs to find out how to increase fund raising. Cheri stated that the business associations and the Chamber requests funds as an entire group next year.

9.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO APPROVE THE 2011/12 CHAMBER BUSINESS PLAN GOALS

9.1 Caroline stated that the Committee needs to report the 2011/2012 Chamber Business Plan Goals at the next NLTRA Board of Directors meeting. Alex stated that it is up to the Committee to decide what the 2011/2012 goals are for the Chamber. Andy informed the Committee that the NLTRA Board meeting scheduled for April 6th is a general review of the Chamber goals to gain feedback and input from the Board. Cheri asked what the progress was on the 2010/11 goals; she would like a report on what hasn't been accomplished. For example the Chamber Ambassador program. Andy stated that if the Ambassador program is still important to the Committee then it needs to be added to the current goals of 2011/2012. Kym reviewed four proposed plan goals and revisions to the Committee.

1. Increase Chamber Membership by 5%
A part of this would be the Joint Membership Sales Plan (in the works). The Committee Agreed to the 5% increase.
2. Generate Non-Membership Revenue
Explore new avenues of revenue stream from innovative sources to create/increase awareness of the Chamber. The Committee discussed that the Chamber should produce a series of events to support chamber funding. Alex said the Committee needs to make sure the selected events create funding for the Chamber's self sustainment. Justin asked staff to include a Chamber Profit and Loss statement in the monthly packet. This would help the Committee understand the Chamber's financials to create a plan to generate funds for Chamber operations.

NLTRA Chamber Advisory Committee Meeting Minutes

3. Advocate with government, monitoring local and state legislation affecting businesses, both in CA and NV
4. Create/Participate/Support programs and events that increase business opportunities in North Lake Tahoe for both Tourism and non-tourism related business

Kym stated that this would include a relocation page on the Chamber Website assisting new businesses coming into the community.

Andy suggested creating a one or two page plan (big picture goals) to take to the Board next month. Alex said the board will want to know how to measure the last goal. The Committee felt that the Chamber Ambassador program should be added as a goal for this year.

10.0 UPDATE, DISCUSSION AND POSSIBLE ACTION TO APPROVE THE JOINT MEMBERSHIP CAMPAIGNS WITH THE CHAMBER OF COMMERCE AND BUSINESS ASSOCIATIONS

- 10.1 Kym reviewed the Joint Membership Campaign between the NLT Chamber and the business Associations. Both Cheri and Justin agree that this is a good idea. Justin stated he would welcome help gaining and managing memberships. Cheri wants to ensure that the community is aware of the differences between the Business Associations and the Chamber of Commerce.

11.0 UPDATE, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND THAT THE NORTH LAKE TAHOE CHAMBER OF COMMERCE JOIN OTHER CHAMBERS OF COMMERCE IN OPPOSITION TO THE STATE OF CALIFORNIA ADMINISTRATIONS PROPOSAL

- 11.1 Ron recommended that the North Lake Tahoe Chamber of Commerce join other Chambers of Commerce in opposition to the State of California Administration's proposal to abolish redevelopment. The Committee agreed that the North Lake Tahoe Chamber of Commerce should join other Chambers of Commerce in opposition to the State of California Administration's proposal to abolish redevelopment.
- 11.2 **The Committee agrees to recommend to the NLTRA Board the approval that the North Lake Tahoe Chamber of Commerce joins other Chambers of Commerce in opposition to the State of California Administration's proposal to abolish redevelopment.**

12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:40 a.m.

Submitted by,
Emily Sullivan
Programs Assistant



www.NorthLakeTahoeChamber.com

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

Event Schedule

APRIL

- | | | |
|-----------|---|----------|
| 21 | Mixer – Clearwater Day Spa
Tahoe City | 5-7pm |
| 23 | Earth Day at Squaw Valley
NLT Chamber has a booth – see you there! | 11am-5pm |
| 27 | Chamber Ed- Internet Bookings
Meet with Travelocity, Expedia and more
North Tahoe Event Center, Kings Beach
Free Members; \$25 non-members | 1-3pm |

MAY

- | | | |
|-----------|---|----------------|
| 3 | Chamber Ed – Disability Access
Tahoe City PUD Board Room
Free Members; \$20 non-members | 1-4pm |
| 4 | Community Forum: Tahoe Prosperity Ctr
Parasol Bldg, Incline Village | 5-7pm |
| 18 | Mixer – Pullen Realty
Joint Mixer with Truckee, Truckee | 5-7pm |
| 20 | Mixer – UC Davis Tahoe Environmental Center
3D Movie Premier! Incline Village | 6-9pm |
| 31 | Mixer – Historic Fish Hatchery
UC Davis Lecture, Tahoe City | 5-7pm
7-8pm |



North Lake Tahoe Chamber of Commerce



Internet Bookings: How to Increase Your Lodging Occupancy

Wednesday, APRIL 27, 2011

1pm—3pm

North Tahoe Events Center,

8318 North Lake Blvd, Kings Beach, CA 96143

FREE to North Lake Tahoe Chamber Members

\$25 for non-members

Do you own/manage a hotel, motel, condominiums or vacation homes?

This ChamberEDucation seminar will help you:

- *Increase your visibility in both Domestic & International Markets*
- *Increase your occupancy*
- *Increase your online booking presence*
- *Use North Lake Tahoe Resort Association benefits*

Our Speakers:

- NLTRA Leisure Sales Mgr Jeremy Jacobson
- Travelocity Representative
- Expedia Representative
- Alpine Adventures
- BookIt.com

Registration Deadline: Monday, April 25

Contact: Kym Fabel, 530.581.8764 Kym@PureTahoeNorth.com

North Lake Tahoe Chamber Members = **FREE**

Non-Members: \$25, please pay at the door (Cash, ck or credit card)

North Lake Tahoe's #1 Resource
For Business and Community Information



DISABLED ACCESS SEMINAR

May 3, 2011

1pm—4pm

**Tahoe City PUD Board Room
221 Fairway Dr, Tahoe City CA 96145**

FREE to Chamber Members

\$20 non-members

**Reserve your seat—call Kym Fabel
530.581.8764—space is limited!**

Speakers

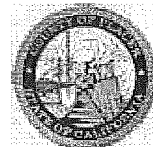
Tim Wegner, Chief Building Official, Placer County
Mike Gardner, Certified Access Specialist, CASp Inspections
Tony DeCristoforo, Stoel Rives LLP

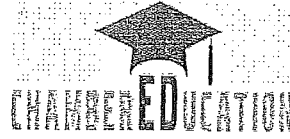
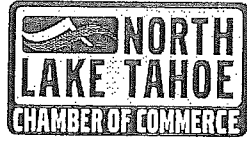
What Our Seminar Will Cover

- History of disabled access regulations and the ADA as it pertains to buildings
- Differences between California Title 24 Disabled Access Code Provisions & the ADA
- Placer County building permit deadlines, timelines, etc
- SB1608 and CA access
- Steps to evaluate my business' compliance with all ADA requirements
- How a business owner can reduce the risk of litigation
- Strategies for dealing with lawsuits if you do get sued for ADA access violations
 - Defenses available to business owners
 - Who are the plaintiffs who file these lawsuits
 - Common litigation tactics used by plaintiffs and defendants



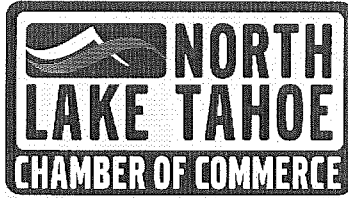
For More Information Contact:
Kym Fabel, 530.581.8764, kym@PureTahoeNorth.com





Chamber EDucation 2011 Calendar

January 20	2011 Labor Law Update	\$55/ \$60
February 17	Managers As Coaches	\$49/ \$59
March 17	Time Management	\$49/ \$59
March 23	Amgen – Business Opportunities	Free
March 24	Amgen – Business Opportunities	Free
March 28	Amgen – Business Opportunities	Free
April 27	Jumping into Internet Bookings	Free
April	Legal Updates	
May 3	Disability Access Compliance	Free
May	Writing a Press Release	
June 2	Chamber Business Expo	Booth Cost
June 9	Summer Recreation Luncheon	\$30
June	Service Equals Sales (hospitality/Restaurant/Retail)	
July		
August	How to Start a Business	\$55
	Grow the Green By Going Green	\$55
	Internet Marketing (Beginner)	\$55
	Sexual Harassment & Investigations	
September	Is your Business Protected Against Identity Theft?	
	Quick Book I	
	Quick Books II	
October	Thinking of Selling your Business?	
	Video Marketing Your Business	
	Public Speaking	
November	Winter Recreation Luncheon	\$30
	What it Takes to Lead	
December	Employee Field Trips	
	3 rd Annual International Welcome Event	



April 14, 2011

To: Chamber Advisory Committee (CAC)
From: Kym Fabel, Chamber Manager

RE: Review, Discussion and Possible Action for Recommendation to
NLTRA Board of Directors Funding of Community Marketing
Grant Applicants - ROUND 2

Background:

At the CAC meeting in October, 2010, the Chamber Advisory Committee (CAC) awarded \$39,133 of the \$50,000 Community Marketing Grant Funds.

One sponsored event, Alpenglow, has withdrawn their original application due to the cancelling of their event, an additional \$1,500 is available. Currently there is \$12,367 in unused grant funds.

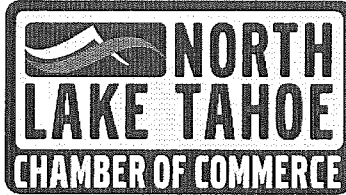
April 11, 2011 was the grant request deadline for our second round of funding. On April 13, 2011, the Chamber Advisory Committee received 10 grant requests totaling \$24,600. Since that date, we have had one event withdraw their request (Tahoe Truckee Earth Day) so our total of grant requests is now \$23,100.

The CAC will review and evaluate these applications and recommend funding at the April 20th CAC meeting. The results will be brought forward for Board approval at the May 4 Board meeting.

Requested Action:

After review and discussion, a request for funding be recommended from the CAC to be brought forward to the NLTRA Board for approval May 4, 2011.

2010-2011 Community Grant Applications				
Event Name	Organization Name	\$ Request	Recommend	Stipulations
1 Ski Dazzle Sacramento	Tahoe X-C Ski Area	\$509	\$509	logo placement on marketing materials
2 Lake Tahoe Open Water	Big Blue Adventure	\$1,000	\$500	logo placement
3 Ability Celebration	Disabled Sports USA Far West	\$1,000	\$864	advertising
4 Lunafest	Girls on the Run Sierras	\$1,000	\$750	ROI to include Rm Night counts
5 Joe King Poker Tournament	NTBA	\$1,000	\$0	Event pulled from list by organizer
6 Pacific Coast Trail Runs	Alpenglow Sports	\$1,500	\$0	PULLED EVENT - issued \$1500
7 Tahoe Truckee Earth Day	Tahoe Earth Day Foundation	\$1,500	\$0	In Kind with NLTRA
8 Annual Pro/Am Disc Golf	Tahoe Mountain Sports	\$1,500	\$1,500	GTN lodging page placement on online web reg forms
9 Tahoe Maritime Museum	Tahoe Maritime Museum	\$1,560	\$1,560	Help with brochure design to attract overnights
10 Holiday Shopping Program	Kings Beach Downtown Assoc	\$2,000	\$0	Duplicate event
11 Tahoe City Wine Walk	Tahoe City Wine Walk	\$2,500	\$0	In Kind with NLTRA
12 Messiah & Red Violin	TOCCATA	\$2,500	\$0	In Kind with NLTRA, marketing placement coaching
13 The Great Ski Race	Tahoe Nordic Search & Rescue	\$2,500	\$1,000	GTN lodging page placement on online web reg forms
14 Peaks & Paws Festival	Squaw Village Neighbourhood	\$2,500	\$2,500	logo placement; marketing for next level
15 Trails in Tahoe	Granite Chief Communication	\$2,500	\$0	Did not meet past grant requirements
16 Opening Day at the Lake	West Shore Association	\$3,000	\$0	In Kind with NLTRA
17 SMSC 3rd Annual "Fire in the Mountains"	Sierra Mountain Soccer Club	\$3,400	\$2,400	GTN lodging page placement on online web reg forms
18 Tahoe Sierra Century	Tahoe Sierra Century	\$4,500	\$2,500	funds in combo with NLTRA in-kind sponsorship
19 Sick & Twisted Freestyle	SnowBomb.com	\$4,500	\$3,050	on hill banner/school letter poster & distribute requested funds not enough to make a difference
20 Lake Tahoe Music Festival	LTMF	\$5,000	\$0	duplicate program
21 LodgingNorthTahoe.com	LodgingNorthTahoe.com	\$5,000	\$0	logo placement
22 Adventure Sports Week	Big Blue Adventure	\$5,000	\$2,500	logo placement
23 Annual Ta-Hoe Nalu Stand	Ta-Hoe Nalu, LLC	\$5,000	\$2,500	tied to ROI
24 Tour de Nez	Tour de Nez	\$5,000	\$0	in kind
25 Take the Lake	Alpine Meadows Ski Resort	\$6,000	\$3,000	signs & rack cards
26 Telluride Film Festival	Squaw Valley Institute	\$6,166	\$5,000	in kind
27 Village Oktoberfest	Squaw Village Neighbourhood	\$7,500	\$2,500	Bay area advertising guidance, lodging packages
28 Wanderlust Festival	Wanderlust Festival LLC	\$10,000	\$5,000	funds in combo with NLTRA in-kind sponsorship
	TOTAL	\$95,135	\$37,633	
ROUND 2				
1 Lake Tahoe Trail 100K	Northstar	\$5,000		
2 2011 Tahoe Expo	Sustainable Tahoe	\$5,000		
3 TV Spots for Attendance	TTUSD	\$4,000		
4 Tahoe Trail Running Series	Big Blue Adventure	\$3,000		
5 North Tahoe Theater Performance	Arts for the Schools	\$2,500		
6 Tahoe Earth Day	Tahoe Earth Day	\$0		withdrew app
7 Living History Day	California State parks	\$1,100		
8 Truckee Duckee Derby	Granite Chief Communication	\$1,000		
9 Dog Day in the Park	Wylie Animal Rescue Foundation	\$1,000		
10 Conversations with History	California State parks	\$500		
	TOTAL	\$23,100	\$12,367	



April 14, 2011

To: Chamber Advisory Committee (CAC)
From: Chamber Staff

RE: Presentation, Discussion and Possible Action to Approve the 2011/12
Chamber Business Plan Goals/Action Plan

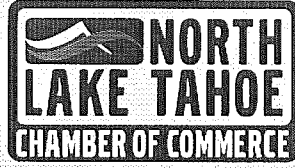
Background:

The NLTRA Board of Directors approved the Chamber 2011-12 Business Plan Goals at the Board meeting on April 6, 2011.

Pursuant with the FY – 2011/12 Strategic Planning and Budget Development Process, the CAC will review and discuss a draft of the objectives and action plans to achieve the approved goals for the Chamber Business Plan.

Requested Action:

After review and discussion, request for recommendation of approval of the 2011/12 Chamber Business Plan with staff to include any changes resulting from the review and discussion. This recommendation of approval from the CAC will be brought forward to the NLTRA Board for final approval May 4, 2011.



North Lake Tahoe Chamber of Commerce
Chamber Business Plan 2011/12
DRAFT
March 2011

The mission of the North Lake Tahoe Chamber of Commerce is 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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Visitor Information Center – Chamber Services
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in the historic Tahoe City Community Center
530-581-6900

Incline Village
969 Tahoe Boulevard, Incline Village
775-831-4440

Administrative Office
100 North Lake Boulevard, 2nd Floor, Tahoe City
530-581-8734

Introduction

History and Background

The North Lake Tahoe Chamber of Commerce has a long history of member and community service, dating back over 57 years. Through many changes in our region, in the states of California and Nevada, and in our nation, the Chamber has worked diligently to be an effective voice and advocate for the local business community. As we recall our past and look toward the future, we take this opportunity to thank the leaders and members of our business community who have contributed to the voice and sustainability of the North Lake Tahoe Chamber of Commerce.

During the 1950s, the awareness of Lake Tahoe as a vacation destination began to grow. As a result, the size of the business community increased. This awareness and commercial activity was accelerated by the 1960 Winter Olympic Games in Squaw Valley and on the West Shore. More businesses were established to meet the needs of visitors as well as a growing local population. There was no truly local government, nor any coordinated planning and development standards; consequently, much of North Lake Tahoe's development was haphazard. This ultimately presented challenges for both the business and resident communities.

In 1969, primarily due to concerns over haphazard and uncontrolled growth in the Lake Tahoe Basin, the Tahoe Regional Planning Agency was established by action of the states of California and Nevada, ratified by Congress as a Bi-State Compact (Public Law 191-148). The TRPA brought a complex new structure to bear on its mandate to achieve orderly growth and development, balanced with rigorous protection of Lake Tahoe's fragile ecosystems. In 1980, the TRPA Compact was revised (PL-96-551) and the Agency given even greater regulatory powers, tied to its mandate to "achieve and maintain" adopted environmental threshold carrying capacities.

To serve its members, it was necessary for the Chamber to advocate for the community wherever decisions were being made affecting North Lake Tahoe's business climate and community sustainability, whether in Auburn, Sacramento, the South Shore (TRPA), Carson City or Washington. This advocacy was largely accomplished by staff and volunteer Chamber leaders, and through partnerships with other organizations.

Traditionally, the Chamber also handled the task of providing visitor information services. In the 1970s, the Chamber established the Ski Tahoe North Program, in order to promote and sell lodging and skiing at North Lake Tahoe. To further support this program, the Chamber opened a "manual" lodging and lift ticket reservation program, selling skiing and lodging packages and individual rooms.

In 1979, the Tahoe North Visitors and Convention Bureau (TNVCB) was established. The TNVCB opened a computerized reservation service and developed a comprehensive marketing program for the North Lake Tahoe region. The Chamber and TNVCB operated under one director until 1981, when the TNVCB established its own

Board of Directors and budgeting process. The Chamber and TNVCB divided their responsibilities. The Chamber concentrated on local economic issues and the health and viability of the business community. The TNVCB focused on marketing, sales, reservations and public relations. The Chamber and TNVCB were located in the same office and used the combined efforts of their respective staff to assist in the development of events and provide support to various organizations, including Snowfest, Lake Tahoe Music Festival, Octoberfest, Autumn Jubilee and the Autumn Food & Wine Festival, Father's Day on the Truckee, Truckee Tahoe Air Show, the West Shore Association, and others.

In the early 1990s, Chamber leaders and others in the North Lake Tahoe community, along with Placer County officials, began to express and share concerns about the future of the region. One concern was the allocation of limited Transient Occupancy Tax (TOT) to two separate organizations, the Chamber and the TNVCB. Many people felt there was a need to more effectively and efficiently address tourism, environmental and community concerns. Chamber and TNVCB leaders helped support a locally based partnership with Placer County that led to preparation of the *North Lake Tahoe Tourism Development Master Plan*, published in 1995. The plan recommended a more coordinated approach to decision making and implementation of the planning and investment strategies needed to ensure a sustainable future for North Lake Tahoe. Accordingly, in 1996, operations of the North Lake Tahoe Chamber of Commerce and the TNVCB were moved under the umbrella of a new organization, the North Lake Tahoe Resort Association (NLTRA). The NLTRA is a 501(c)(4) non profit public benefit corporation, with a mission "*to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the North Lake Tahoe area.*"

In addition to serving as the umbrella for the Chamber and TNVCB, the NLTRA was also given the responsibility to help identify and fund infrastructure and transportation projects, consistent with Master Plan recommendations. To help finance this work, North Lake Tahoe voters approved a 2% increase in Placer County Transient Occupancy Tax (TOT). First approved in 1996, the 2% additional TOT was extended by local voters in 2002. It will be up for renewal in 2012.

A principal partner in the NLTRA's mission is Placer County, which invests a percentage of the TOT generated by North Lake Tahoe lodging properties (including the additional 2% TOT) in support of the NLTRA's Master Plan. Each edition of the Master Plan is developed by the NLTRA, in partnership with the community, and approved by the NLTRA Board of Directors and the Placer County Board of Supervisors. The current Master Plan is the *North Lake Tahoe Tourism and Community Investment Master Plan*, approved in the summer of 2004.

Changes and New Realities

Although it gained administrative efficiencies operating as part of the NLTRA, confusion developed as to the role of the Chamber as compared to that of the NLTRA. This confusion led to a perception that the Chamber was less effective, an opinion that persisted for many years. Both before and after formation of the NLTRA, smaller community specific business associations began to develop, due at least in part to a belief that the Chamber was not serving their needs. Beginning in 2003, recognizing there was a positive role that such groups could play, the NLTRA and Chamber encouraged these organizations. In early 2005, the NLTRA established a pilot Community Marketing Grant Program to assist these organizations in meeting their marketing and promotional goals. While this program was generally well received, it brought into further question the role and value of the Chamber in relationship to the area's community specific business associations. One significant challenge was the competition for membership.

As a starting point for defining these relationships, the NLTRA/Chamber organized and hosted a "Community Partners" Workshop (June 2005). Shortly thereafter, the NLTRA's former "Membership Committee" was reconstituted into the Chamber of Commerce Advisory Committee (CofCAC). Originally there were four committee seats provided to community specific business organizations. One seat was added; participants now involved are the North Tahoe Business Association, West Shore Association, Tahoe City Downtown Association, Squaw Valley Business Association and Village at Northstar Association.

In fall of 2005, the Chamber of Commerce Advisory Committee was given the responsibility for reviewing and approving Community Marketing Grant proposals as submitted by eligible organizations. The process of developing this program led to broader discussions concerning the role and value of the Chamber and its relationship to other business organizations. To help define the Chamber's role, value and relationships, it was generally agreed that a Chamber Business Plan should be prepared.

North Shore Chamber Consolidation

In early 2006, Directors of the Incline Village Crystal Bay (IVCB) Chamber of Commerce formally announced their intention to cease operations, effective January 1, 2007. IVCB Chamber representatives contacted management at the NLTRA/North Lake Tahoe (NLT) Chamber of Commerce to determine if our organization was interested in more comprehensively providing Chamber services for the Incline Village Crystal Bay area. At the time, the NLT Chamber already served more than 50 members in the IVCB area.

In the spring of 2006, NLTRA/Chamber staff presented a proposed Chamber Consolidation Plan to the Chamber of Commerce Advisory Committee and NLTRA Board. The Committee and Board directed staff to prepare a comprehensive Chamber Business Plan to help implement the consolidation process and provide a framework for improving and expanding the Chamber's resources, programs and services to better serve all of its members. The first edition of this Business Plan was finalized,

recommended by the Chamber Advisory Committee, and approved by the NLTRA Board in December 2006. The Plan was updated and approved in July of 2007, June of 2008, and in May of 2009. The FY-2010/11 Chamber Business Plan will be the sixth edition.

Funding for Chamber Operations and Programs

No Placer County or other public funds are used to directly support the North Lake Tahoe Chamber of Commerce. As part of the approved NLTRA Transient Occupancy Tax (TOT) Budget, Placer County provides annual support of the Visitor Information Services. This funding flows through the NLTRA Marketing Budget. Chamber of Commerce staff assists the NLTRA in providing Visitor Information Services.

The primary source of funding for the Chamber comes from the annual dues paid by Chamber members (Chamber Membership Investment Program). The only other source of Chamber operating revenue comes from Chamber programs and projects, such as seminars, workshops and events (e.g., Customer Service Academy, chamberEDucation, annual Business Directory, Business Expo). Whenever possible, the Chamber generates what amounts to a “fee for service” for producing and providing Chamber programs to its members and the community. Not all Chamber programs generate revenue; many are provided at or near cost, consistent with the benefits of Chamber membership. As directed in this Business Plan, the Chamber will identify and pursue opportunities to increase revenue, so that the programs and marketing of Chamber services can be increased, consistent with the Chamber’s adopted mission.

Role of the Chamber

As described in this Business Plan, the primary role of the Chamber is to undertake specific actions to help improve and sustain North Lake Tahoe’s business climate. Other key roles are to grow and promote Chamber membership, collaborate with the NLTRA and the Chamber/NLTRA’s community marketing partners to develop, coordinate and execute “in market” advertising, promotion and community based special events, improve the visitor experience, and stimulate return visitation. The Chamber plays an important role helping the NLTRA promote the North Lake Tahoe Brand (*Pure Experiences*) and related campaigns and delivering on the “brand promise.” The Chamber also provides feedback from visitors to help the NLTRA respond to changes in visitor needs and market opportunities.

The NLTRA President & CEO serves as Executive Director of the Chamber and has overall responsibility for implementation of the Chamber Business Plan, assisted by the Chamber Manager, and supported by the NLTRA Management Team.

Economic Climate

Starting in the fall of 2008, clear signs of an impact from the national and global economic downturn were reflected in local indicators. A number of businesses closed, relocated or struggled harder than ever before to survive. Commercial vacancies in the North Lake Tahoe-Truckee region noticeably increased. The level of both seasonal and

full time employment declined. Virtually no sector of the local economy was spared from these challenging times.

Review of FY-2010/11 Activities and Accomplishments

Through a series of surveys and other member outreach, the Chamber actively sought to identify and provide modified and new programs and opportunities to support our membership, consistent with our adopted mission. Based on survey input, much of the Chamber's focus has been on improving and increasing the opportunities for business to business marketing and promotion; also on educational programs and initiatives designed specifically in response to the challenges we all face. Several enhancements were made to the Chamber Web site to improve the site as a more flexible channel for member to member and member to community communications. Examples of our most popular **chamberEDucation** programs included *Enhancing Your Web Site*. *Amgen-How to get the most out of this Business Opportunity*.

Other continuing Chamber programs during FY-2010/11 included the annual **Summer Recreation Luncheon, Winter Recreation Luncheon, Membership Luncheon, Chamber Community Awards Dinner, Business Expo, Teachers Award Luncheon Programs** (in partnership with the Incline Schools Academic Excellence Foundation and the public and private schools of Incline Village), and **promotional support for local holiday giving and shop local programs** (in partnership with several business and community organizations).

Special programs and activities during the year included educational outreach regarding the huge opportunity for the North Lake Tahoe region to showcase our businesses, lifestyle and environmental beauty during the AMGEN – Tour of California. Co-sponsorship of **a series of election year forums in Incline Village and Placer County** was also a part of the Chamber Education programs that were new and specific to this year.

In the area of community initiatives, the Chamber continued its work and participation in the **Lake Tahoe Basin Prosperity Plan**, in partnership with the Lake Tahoe South Shore Chamber of Commerce and TRPA. In 2009 and 2010, also in partnership with the Lake Tahoe South Shore Chamber and with technical support from the USACE, the Chamber launched a **Regional Plan Initiative**. This initiative is designed to assist the Tahoe Regional Planning Agency (TRPA) in drafting, analyzing and ultimately adopting an updated regional plan that realistically facilitates environmental, economic and community improvements in Tahoe's commercial core areas. In early 2009, the TRPA joined this initiative as a partner for the development of Phase II work products.

Another initiative that the Chamber supports is the **Keep the Sierra Green Program**, in partnership with the leaders of recycling programs in Incline Village, Town of Truckee, Placer County, Nevada County and the cities of Grass Valley and Nevada City.

On-going initiatives include the **Community Marketing Grant Program, North Lake Tahoe Truckee Leadership Program** (in partnership with the North Tahoe Business Association and the Truckee Donner Chamber of Commerce), **chamberEDucation**,

and the *Community Fund of North Lake Tahoe* (in partnership with the Truckee Tahoe Community Foundation). The Chamber also continues its role in promoting public transit in the “Resort Triangle” of North Lake Tahoe-Truckee, with partners including the Truckee North Tahoe Transportation Management Association, TART, the Tahoe Transportation District and others.

The chamber and NLTRA’s marketing has funded and **improved coordination of the distribution of the Resorts and Towns Map**, the “in market” collateral that delivers “in market” visitor information in a unique and useable piece.

**2011/2012
Chamber Business Plan
Goals and Objectives**

The mission of the North Lake Tahoe Chamber of Commerce is 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.

GOAL: Increase overall membership by 5%

This is a measurement of success that validates the participant's value of their membership through programs, partnerships and services.

Objective:

Take specific actions to continuously improve member benefit package.

Action Plan

- Expand and Implement timely and pertinent Chamber Education programs designed to help improve and support the opportunity for local businesses to achieve and sustain success.
- Provide Networking opportunities
- Provide information on pertinent and timely business issues via
 - Newsletters
 - E-mail blasts
 - Tuesday Morning Breakfast Club agenda topics
- Provide monthly informational meetings for both new and renewing members specifically designed to improve the delivery of chamber benefits and familiarize members with all chamber benefits.
- Promote business and tourism, with an emphasis on promoting and supporting Chamber members. Note: Whenever possible, it is the policy of the North Lake Tahoe Chamber of Commerce to recommend and use the services and products of its members.
- Actively solicit new member business
- Develop a member referral program

Objective:

Continue to explore the restructuring of membership with Chamber and Business Associations

Action Plan

- Clearly defining roles and responsibilities regarding: management of database, billing, dues distribution, brochures, website links, etc

Timeline: Ongoing.

Measurement

Using the 6/30/11 end date as a baseline for the 2011/12 5% gain in membership

GOAL: Generate Non-membership Revenue

Objective:

Explore new avenues of revenue stream from innovative sources to create/increase awareness of the Chamber

Action Plan

- Create fundraisers for Chamber
- Explore potential funding sources such as grants

Timeline: Ongoing

Measurement

Generated revenue

GOAL: Advocate with Government, monitoring local and state legislation affecting businesses, both in CA and NV

Objective:

Coordinate opposition/support as appropriate to support North Lake Tahoe business environment

Action Plan

- Active and continued participation in:
 - Lake Tahoe Basin Prosperity Plan
 - Kings Beach Commercial Core Project
 - Keep the Sierra Green Program
 - Workforce Development and Training
 - Advocate for the 2012 Transient Occupancy Tax (TOT) renewal
- Active role in seeking opportunities for business growth in Washoe and Placer County such as funding programs, grants, etc.
- Continued participation in
 - **Workforce Housing** with partners such as NLTRA, private sector developers of workforce housing; Town of Truckee, Placer County, Tahoe Regional Planning Agency, and Washoe County.
 - **Workforce Development and Training.** Specific Partners to include: Sierra College and its Customer Service Academy, North Lake Tahoe-Truckee Welcoming Places Initiative, Community Collaborative of Tahoe Truckee, Tahoe Truckee Unified School District, Sierra Nevada College; various business, industry and employer organizations, as may be appropriate.
 - **Enhanced Transit and Improved Community Mobility**
Specific partners to include: Truckee-North Tahoe Transportation Management Association (TNT/TMA), Placer County/TART, Tahoe

Transportation District/Tahoe Transportation Commission, Caltrans, Washoe County Regional Transportation Commission, Washoe County, Nevada Department of Transportation (NDOT); California Tahoe Conservancy, private sector partners (ie: resort shuttles) and local special districts and agencies responsible for community mobility projects, e.g., bicycle and multi-use trails.

- **Civic Welfare and Engagement.** Specific partners to include: North Lake Tahoe Truckee Leadership Program (produced in collaboration with the North Tahoe Business Association, Truckee Donner Chamber of Commerce and Sierra Nevada College), *The Community Fund of North Lake Tahoe*, Truckee Tahoe Community Foundation, Squaw Valley Institute, Sierra State Parks Foundation, Regional event committee, and the Parasol Tahoe Community Foundation.
- **Economic Development, Redevelopment, Diversification and Sustainability.** Specific partners to include: Placer County Office of Economic Development, Placer County Redevelopment Agency, TRPA/Placer County and Washoe County Community

Objective:

Chamber Advisory Committee (CAC) establish a forum where the Business Associations can talk about district issues and discuss when/how/when the Chamber can advocate on behalf of each district and community.

Action Plan:

- Establish a line of communication with the CAC chair to put on CAC agendas for discussions and possible action plans as each issue arises.

Timeline

Ongoing.

Measurement

Recording identifiable issues that the Chamber is participating in.

GOAL: Create/Participate/Support programs and events that increase business opportunities in North Lake Tahoe for both tourism and non-tourism related businesses.

Objective

In partnership with the NLTRA, our Community Partners and other stakeholders, the Chamber will continue to play a leadership role in the development and implementation of coordinated *In Market* programs and event sponsorship and mentoring, including promotional programs, community based special events and efforts to ensure the consistency of the North Lake Tahoe brand messaging at the community level; also in the delivery of quality visitor information services, and efforts to improve the visitor experience and stimulate return visits.

Action Plan

- Support/expand/participate in providing the support in community special event through the continued Community Marketing Grant Program
- Provide Annual Business Expo
- Provide timely/pertinent Chamber Education on website, online advertising, special event preparation (such as Amgen), lodging booking techniques and ideas, etc.
- Improvements to the chamber website to include:
 - Add Relocation page

Timeline: Ongoing

Measurement:

Use the Annual Membership Survey to ask the question if the above programs increased members businesses

GOAL: Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of North Lake Tahoe Visitor Centers.

Objective:

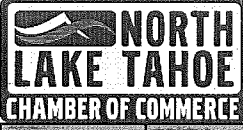
Program to involve ambassadors as the “Face of the Organization” which involves developing a training program with talking points about the Chamber and NLTRA.

Action Plan:

- Provide program that encourages participation from our current members that satisfies the “what’s in it for me” question such as special ambassador only events, complimentary admission to paid events, monthly lunches, etc.
- Promote program to current members
- Engage 2 members form each district

Timeline: Ongoing

Measurement: Number of ambassadors enrolled in program



NLT Chamber Business Plan Implementation Report March 2011

Business plan Objective	Activity Description	Staff Involved	Date
1.1	On-going General Chamber Staff Activities.		
	<ul style="list-style-type: none"> • Attended weekly Tahoe Bonanza Community Meetings 	Kym	March
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	<ul style="list-style-type: none"> • Provided ongoing staff support for Committee meetings • Collected Community Marketing Grant Applications for Review 	Staff Kym	March March
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NET Visitor Centers.		
	<ul style="list-style-type: none"> • Maintaining membership services in Incline Village Visitors Center 	Kym	March
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	<ul style="list-style-type: none"> • SnowFest Kickoff party • Attended TCPUD Board Meeting: Farmers Market 	Staff Kym	3-Mar 18-Mar
2.3	Continuously work to improve the value, marketing and delivery of Chamber member services.		
	<ul style="list-style-type: none"> • Planning Business Expo • Continued updates of the online Business Membership Directory • Updated Community Calendar with mixers and meetings 	Kym Kym Staff	March March March
3.2	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training.		
	<ul style="list-style-type: none"> • Planning Chamber Education Calendar • Planning Disabled Access Seminar • Attended "Good Morning Truckee" • ChamberEducation Seminar-Time Management • ChamberEducation Amgen Seminars • ChamberEducation Amgen Seminars • ChamberEducation Amgen Seminars • ChamberEducation Amgen To Lodging Committee 	Kym Kym Kym Kym Kym/Andy Kym/Andy Kym/Andy Staff	March March 8-Mar 17-Mar 23-Mar 24-Mar 28-Mar 31-Mar

3.3	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility.		
	• Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going)	Staff	March
3.5	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability.		
	• Continued with Tahoe Fund License/Lift Ticket Program • Planning Keep the Sierra Green Luncheon • Participated in NLTRA Integrated Work Plan	Kym Kym Kym	March March 14-Mar
Total new members			6
Total renewed members			50
Total number of members			555

Percentage of Membership by Location							
	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
Incline/Crystal Bay	26%	26%	26%	25%	25%	25%	25%
Tahoe City	27%	27%	27%	26%	26%	26%	26%
Truckee	14%	14%	14%	15%	15%	15%	15%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	12%	12%	12%
Reno/Sparks/Carson	6%	6%	6%	6%	6%	6%	6%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	5%	5%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	641	638	638	601	601	575	555

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Nine Months Ending March 31, 2011

DESCRIPTION	YEAR - TO - DATE				% Chg
	Actual	Budget	Variance	Prior YR	
Revenue and Other Support					
Member Dues	69,261	89,133	(19,872)	95,125	(22%)
Special Events & Functions	39,974	33,765	6,209	33,540	18%
Total Revenue and Other Support	109,235	122,898	(13,663)	128,665	(11%)
Expense					
Membership Events/Newsletters:					
6423 Membership Events/Functions	2,059	1700	359	4,405	21%
6431 Sponsorships	0	150	(150)	175	(100%)
6432 Membership - Newsletter	1,550	1,368	182	568	13%
6433 Programs - Membership Directory	0	560	(560)	559	(100%)
6434 Membership - Awards Dinner	19,164	17905	1,259	17,888	7%
6436 Membership - Wnt/Sum Rec Luncheons	2,015	1600	415	1,600	26%
6436 Incline Luncheon	0	712	(712)	712	(100%)
6437 Membership - Mixers	0	420	(420)	409	(100%)
6440 Membership - Elections	0	635	(635)	635	(100%)
6441 Membership - Miscellaneous Expenses	(660)	583	(1,243)	180	(213%)
6442 Website	0	4405	(4,405)	0	(100%)
6442 Public Relations	3,775	3,320	455	3,465	14%
Total Membership Events/Newsletter	27,904	33,358	(5,454)	30,596	(16%)