



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, August 13th, 2015 – 3:00pm

Tahoe City Visitor Information Center

Mission of the North Lake Tahoe Chamber of Commerce

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

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

Business Association and Chamber Collaborative Members

NLTRA Board:

Kaliope Kopley

Adam Wilson

Committee Members:

Caroline Ross, Chair

Squaw Valley Business Assoc.

Stephen Lamb

PlumpJack Inn

Stacie Lyans

Tahoe City Downtown Assoc

Jaclyn Woznicki

Trunk Show

Kay Williams

West Shore Assoc.

Rob Weston

West Shore Sports

Mike Young

Incline Community Business Assoc.

Blane Johnson

Sun Bear Realty

Amber Burke

Northstar California

Danny Cox

Northstar California

Joy Doyle

North Tahoe Business Assoc.

Michael Gelbman

Sierra Sun

Ginger Karl

NLTRA

County Representative

Cadence Matijevec

Quorum

3 members including 1 NLTRA

Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- 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-**MOTION**
- D. Approval of the Meeting Minutes-**MOTION**
 - July 9th, 2015 (Pg. 1)
- E. Peak Your Adventures Re-Cap & Budget Review (Pg. 4)
- F. High Notes Re-Cap & Budget Review (Pg. 21)
- G. 2015/2016 Shop Local & “Shopping” Product Discussion
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, July 9, 2015 – 2 pm

North Lake Tahoe Visitor Center

MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stacie Lyans, Rob Weston, Amber Burke, Danny Cox, Joy Doyle, Michael Gelbman, Cadence Matijevich

NOT PRESENT: Jaclyn Woznicki, Kay Williams, Mike Young, Stephen Lamb, Blane Johnson,

STAFF IN ATTENDANCE: Ginger Karl, Valerie Lomeli, Sandy Evans Hall, JT Thompson

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum 2:10 pm

B. Public Forum –

- Rob Weston informed the committee of the West Shore Association is doing well and increasing membership.

C. Agenda Amendments and Approval

M/S/C (Cadence Matijevich/Adam Wilson) (5/0/0) Motion to approve agenda amendments

D. Approval of the Meeting Minutes

M/S/C (Michael Gelbman/Rob Weston) (5/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for May 14th, 2015

M/S/C (Cadence Matijevich/Michael Gelbman) (5/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for June 11th, 2015

E. Peak Your Adventures Re-Cap

- Ginger updated the committee on the “Peak Your Adventure” campaign, few items included:
 - The Abbi Agency updated all design concepts from 2014 campaign, such as, modified the look of “peaks” and consistency of overall North Lake Tahoe branding.
 - Four campaign media buys that were coordinated, designed and placed, by the Abbi Agency.
 - Getaway Reno-Tahoe, NLTRA Visitor Guide, LocalVision Screens and 101 Fun things to do at Lake Tahoe this Summer and Tahoe Magazine.
 - June photo contest update included: Sugar Bowl Resort package. There were 144 photo entries, 223 hashtag uses, 5,847 campaign engagements, and 154,115 campaign impressions.

Action for Ginger: to double check campaign and print material for Peak Your Adventures, to make sure the new campaign does not include the #PeakYourAdventure hashtag.

Action for Ginger: to ask the Abbi Agency for a comparison of last years Peak Your Adventure campaign vs. this year's campaign.

F. High Notes Re-Cap

- Co-Op Meeting Report
 - Ginger informed the Committee that moving forward the current out of market campaign will remain the same for all online advertising, and any print material will be the in market newly updated material.
 - JT informed the Committee of High Notes, few items included:
 - For branding wise, keep what has been used, but get rid of the guitar. The new design will be an improvement.
 - The out of market logo will remain the same, and in market will remain the same . With the extra money could be

Action for JT: to inform the BACC of any changes of the marketing or direction of the High Notes campaign.

Action for Ginger: to start preparing a schedule for next year's High Notes campaign.

Action for Ginger: to find out how much is money is left over for the High Notes campaign.

G. 2014/2015 Shop Local & "Shopping" Product Discussion

- Next steps
 - Ginger informed the Committee of a bag that was suggested by, Rob Retting, who was able to provide a low cost bag for the Shop Local merchandise
 - Committee agreed to use up to \$500 on shopping bags for giveaways – for brand recognition. Bags will also be provided to Truckee.
 - Ginger asked the Committee if they are wanting to use more photos and video for the Go Tahoe North website along with Shop Local
 - Ginger discussed what the next steps would be for the remaining balance of \$11,500 that would be used for the shopping product. Ginger asked the Committee if they wanted to use additional photos, provided by Ginger

Action for Ginger: to meet with Ryan to secure video footage of Rotary Collective for the Made in Tahoe Event

Action for Ginger: to reach out to Alpine Power Equipment and provide new Shop Local kit.

Action for Ginger: to have bags ordered and delivered before July 26th. Stacie Lyans from the TCDA will give away the bags at her event held on July 26th.

Action for Ginger: to add: Stacie, Kelly and Danny as admin on the Shop Local Facebook page.

Action for Ginger: to report back to the Committee of what was made, and not projected, for the Shop Local campaign.

- Truckee Involvement

- Ginger informed the Committee that the meeting scheduled with Truckee was cancelled, due to, Liz Sanders breaking her arm the day of the meeting. No re-schedule date has been set.

H. Committee Member Reports/Updates from Community Partners

- Caroline informed the committee of the upcoming squaw events, that included: Free outdoor summer movie series, every Friday. July 11-12 Art, Wine & Music Festival. Tuesday Bluesdays. Free yoga Wednesday, and Wanderlust begins July 16th thru July 19th.
- Amber informed the committee of the upcoming Northstar events, that included: Tahoe trail 100 July 18th. Every Friday this summer there will be, Pumps on Pedals for women's evening rides, Summer Brewmaster dinner series will be held on July 18th. On July 25th,

Northstars Wine Walk will be held. Bike park are open an hour earlier on weekends, till the end of August.

- Stacie: Gave a short overview of 4th of July fireworks in Tahoe City and a bit of a struggle to raise money for fireworks, due to the rain on the fourth of July. Concerts on Commons beach have been going well and Lake Tahoe Dance Festival, will be July 22nd-24th.
- Rob Weston informed the committee of the West Shore events going on this month, that included: On July 25th will be Living History Day at Sugar Pine Park and on August 7th-8th Concours d'Elegance will be in Homewood.

I. Adjournment – 3:40

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

Peak Your Adventure July 2015 Recap

Digital Engagement





General Campaign Coordination ⁵

□ **Items coordinated by The Abbi Agency in July:**

- Launch of July contest and tab
 - #MyTahoeAdventure July photo contest
- Coordination of June contest winner and prize
- Ongoing coordination with North Lake Tahoe resorts
- Photography coordination with local photographer
 - Photo shoot executed on July 1 at Northstar California
 - Coordination of final shot selection
- Print assets developed and coordinated
 - Designs finalized for rack cards and free-standing banners
 - Printing coordinated with Tahoe local PrintArt

5



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



- **The Abbi Agency updated all design concepts from 2014 campaign**
 - Modified look of “peaks”
 - Worked to stay consistent with overall North Lake Tahoe branding



Four campaign media buys

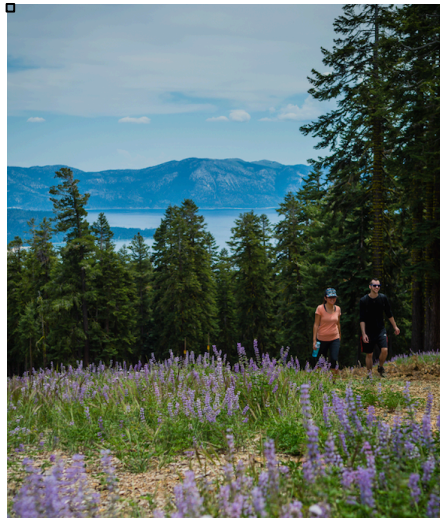
- Each buy coordinated, designed and placed by The Abbi Agency
- Publications for design:
 - Getaway Reno-Tahoe
 - NLTRA Visitor Guide
 - LocalVision Screens
 - 101 Fun things to do at Lake Tahoe this Summer



□

Owned photography with Jeff Freeman

- The Abbi Agency coordinated details including:
 - Contact between photographer and Northstar for onsite logistics
 - Photo shoot direction and shot list development
 - Providing models for shoot
- Resulted in four final shots owned by the Peak Your Adventure campaign



The #MyTahoeAdventure photo contest engages with audiences in the Lake Tahoe and regional areas to reach visitors and tourists alike and encourage them to visit specific resorts for summertime activities. The first contest is focused on gaining awareness for the campaign's new hashtag, #MyTahoeAdventure, and to familiarize the public with the campaign.

July prize and featured resort:
Northstar California



[ABOUT THIS CONTEST](#) [VIEW ENTRIES](#) [WINNERS](#)

[SUBMIT AN ENTRY](#)

PEAKYOURADVENTURE...

this summer in the mountains of North Lake Tahoe! Whether you bike, hike, or just take in the view, snap a picture and upload it to this tab or post on Twitter or Instagram with the hashtag **#MyTahoeAdventure** for the chance to win.

Some of North Lake Tahoe's finest dining, shopping, activities and scenery is at your fingertips this summer at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort!**

The Prize

The owner of the winning photo will receive a \$200 package to [Northstar California](#). One photo will be selected as the winner and announced on August 5.

The Rules

Photos must be taken at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort**. Photos must be non-offensive and tasteful and must be the property of the person(s) submitting. Photos must be taken and submitted between July 1 and July 31, 2015.





July Results by the Numbers **10**

▫

172 Photo Entries

612 Hashtag Uses

10,878 Campaign Engagements

155,269 Campaign Impressions

10



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July Results by Channel¹¹*

- **Facebook Data**
 - Paid Campaign Impressions: 65.9k
 - Total Number of Likes: 91.9k*
 - Gained During Campaign: 1.1k*
 - Gender Demographic : 61% female; 39% male*
 - Total Impressions: 1.7m*
 - Total Shares and Likes: 13.8k*

- **Twitter Data**
 - Campaign Impressions: 20.2k
 - Campaign Engagements: 148
 - New Followers: 374*
 - Link Clicks: 2.3k*
 - Gender Demographic: 41% female, 59% male*
 - Total Mentions: 148*

- **Instagram Data**
 - Total Campaign Likes: 3.7k
 - Total Photos with #MyTahoeAdventure tag: 612
 - New Followers: 1.8k*

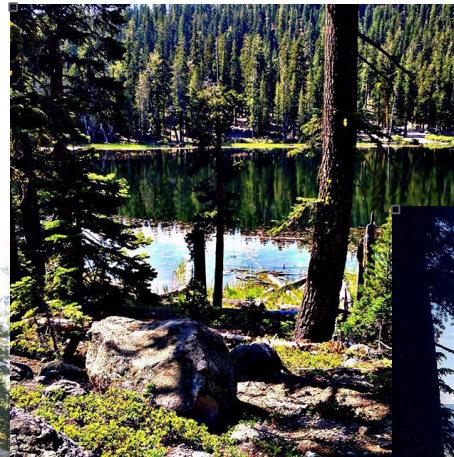
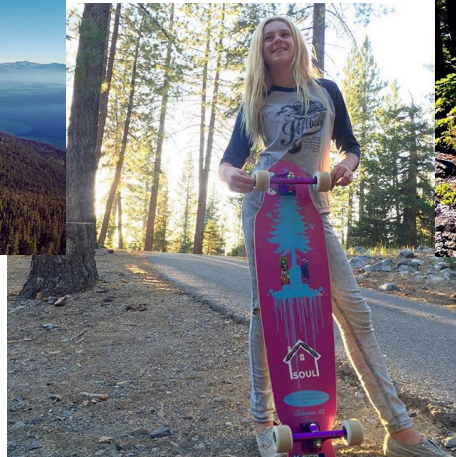
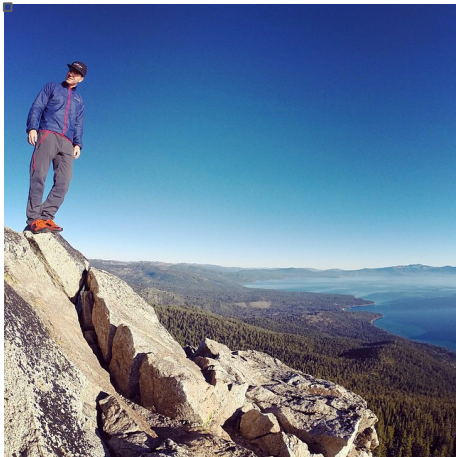
*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the July 1 – 31 contest.



July Contest Results ¹²

- Contest duration: July 1 – 31
- 172 photo entries
- 612 uses of #MyTahoeAdventure
- 1,608 visitors to contest tab
- 155,269 total contest impressions





Steve
Shirley Lake



Haley



@tahoeamy

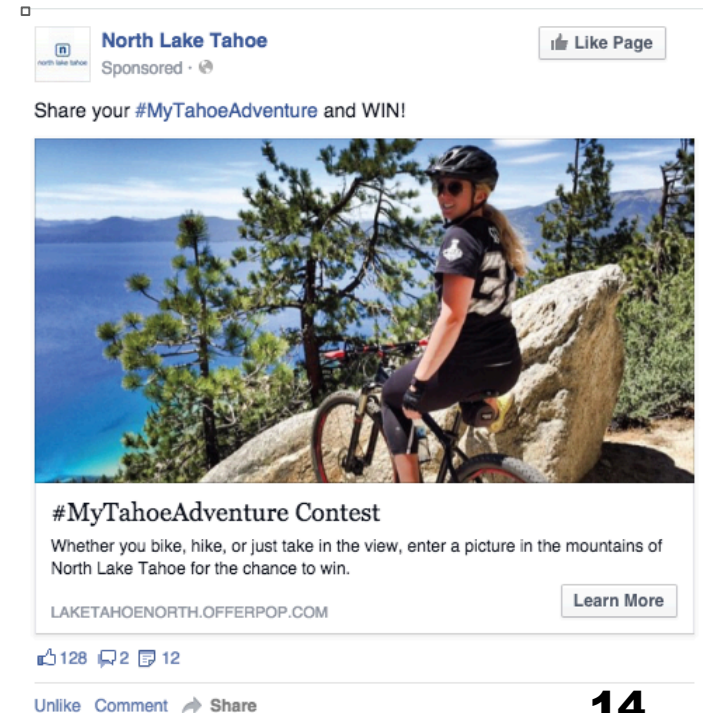
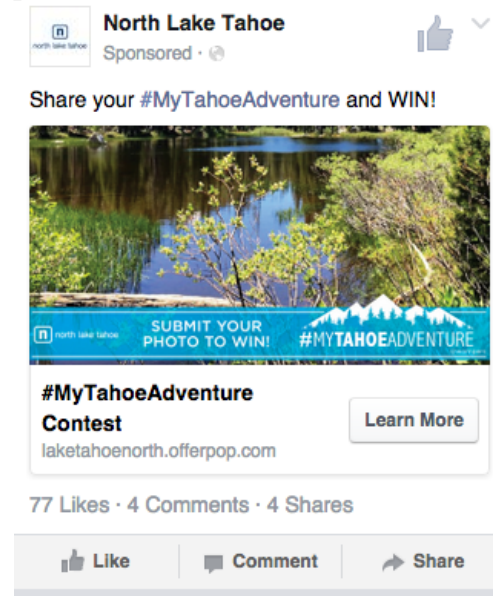


Jessie
Northstar



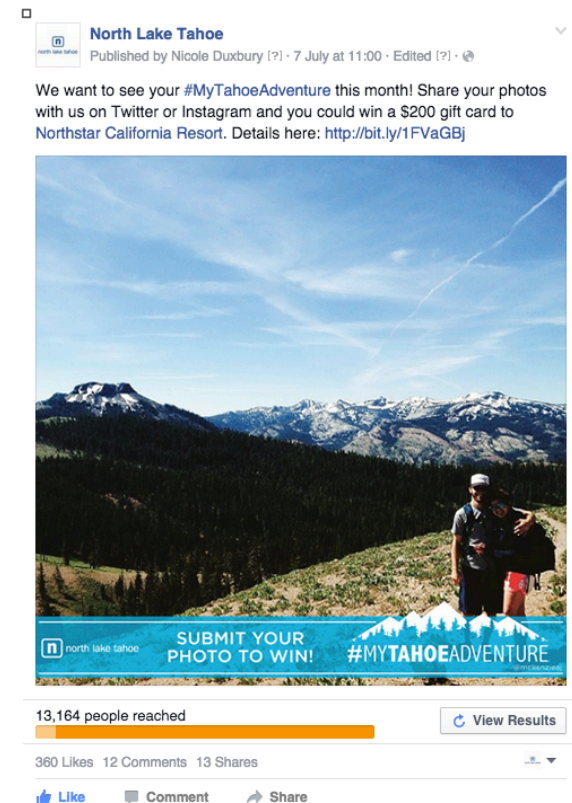
@mitchell_zachary

- Campaign ads have been created, targeted and launched for July social contest
 - Creative developed for Facebook and Twitter ads
 - Targeted regionally to reach locals and visitors
 - July Results:
 - 45,861 Impressions
 - 1,171 Clicks




Weekly posting on North Lake Tahoe social outlets

- Posts developed for all North Lake Tahoe social channels
- All posts targeted to regional audience
- Post frequency:
 - One post per week on Facebook
 - Two posts per week on Instagram
 - Four posts per week on Twitter



North Lake Tahoe
Published by Nicole Duxbury [?] · 2 July · Edited [?] · 🌐

Peak your Adventure this July in North Lake Tahoe. Share your photos on Twitter or Instagram using the hashtag [#MyTahoeAdventure](#) for the chance to win a \$200 gift card to [Northstar California Resort](#). Or upload your photos to Facebook here: <http://bit.ly/1FVaGBj>



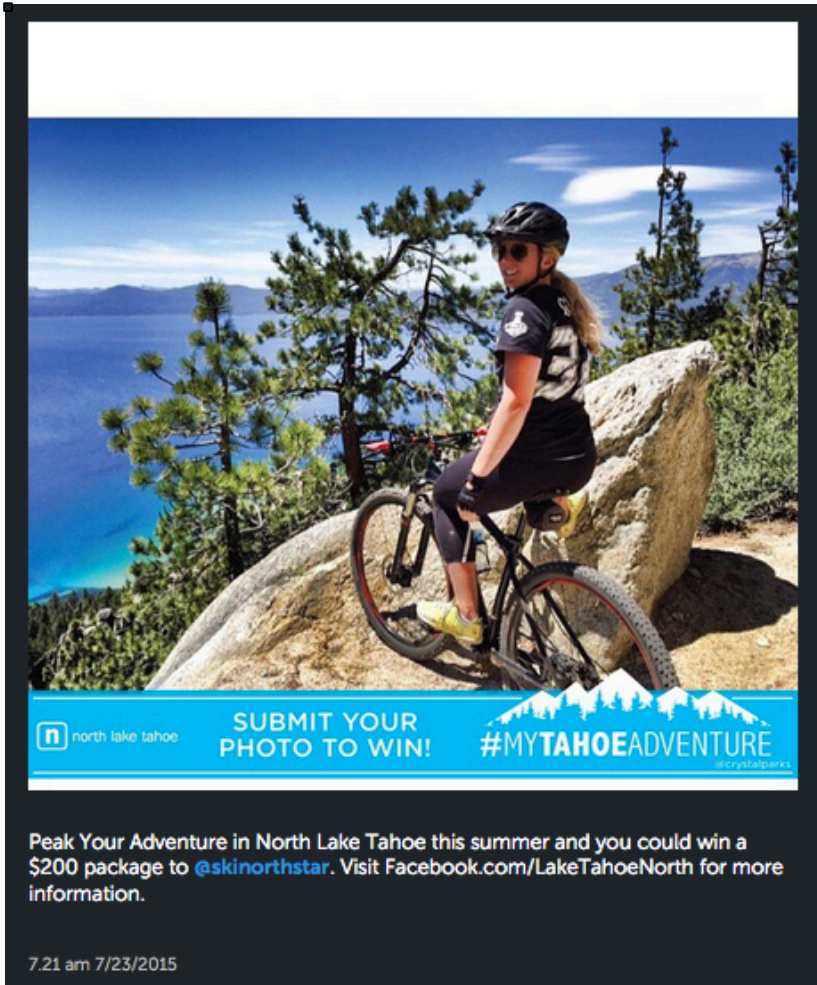
19,702 people reached View Results

873 Likes 29 Comments 44 Shares

Like Comment Share

Facebook Post, July 2

- Impressions: 19,702
- Likes: 910
- Comments: 35
- Shares: 44



- Instagram Post, July 23
 - Impressions: 9,482
 - Likes: 302
 - Comments: 11



Annual Campaign Comparison ¹⁸

#PeakYourAdventure 2014

Note: Analytics taken at end of campaign, Sep 2014

- 725 Photo Entries
- 657 Hashtag Uses
- 556,000 Facebook Impressions
- 855,000 Campaign Impressions

#MyTahoeAdventure 2015

Note: Analytics taken 2 months into campaign, July 2015

- 603 Photo Entries
- 612 Hashtag Uses
- 309,000 Facebook Impressions
- 548,000 Campaign Impressions

Thank You

Dates	Project Management	Social Media Buy	Notes
June	\$2,800.00	\$1,000.00	
July	\$2,800.00	\$1,000.00	
August	\$2,800.00	\$1,000.00	
September	\$2,500.00	\$400.00	
	Total Budget	\$20,000.00	
Total Monthly Retainer		\$10,900.00	
Total Social Media Ad Buy		\$3,400.00	
TAA/Social Buy Budget		\$14,300.00	
Remaining Budget		\$5,700.00	
Production Costs	Description	Cost	
	Photography	\$505.00	Jeff Freeman Photography
	Printing	\$1,000.00	Rack Cards & Banners, PrintArt
	Prizes	\$600.00	\$200 monthly gift cards
Total Production Costs		\$2,105.00	
Remaining Budget		\$3,595.00	
Print Buy	NLT Visitor Guide Ad	\$1,470.00	
	Getaway Reno Tahoe	\$625.00	
Remaining Budget		\$1,500.00	
Traveling Centerpiece	Description	Cost	
	Design and creation	\$1,000	Piece created for 2016
	Transportation fee	\$500.00	
Total Traveling Centerpiece Costs		\$1,500.00	
Remaining Budget		\$0.00	

Snapshot Breakdown	
TAA Retainer	\$10,900.00
Social Ad Campaign	\$3,400.00
Production Costs	\$2,105.00
Traveling Centerpiece	\$1,500.00
Print Buy	\$1,500.00
Total	\$19,405.00

KEY
Has been spent
Will be spent
Leftover

Dates	Project Management	Social Media Buy	Notes
April	*design budget*	-	
May	\$2,000.00	\$500.00	
June	\$2,000.00	\$710.00	
July	\$2,000.00	\$705.00	Ads run on NLT page
August	\$2,000.00	\$300.00	Ads run on NLT page
September	\$800.00	-	
	Total Budget	\$20,000.00	
Total Monthly Retainer		\$8,800.00	
Total Social Media Ad Buy		\$2,215.00	
Social Media Prize Budget		\$600.00	
TAA/Social Buy Budget		\$11,615.00	
Remaining Budget		\$8,385.00	
Production Costs	Outlet	Cost	
	Design (and website)	\$2,000.00	
	Photography	\$500.00	Ambera Photography
	Video	\$2,000.00	Rotor Collective developing
	Printing Budget	\$400.00	
Total Production Costs		\$4,900.00	
Remaining Budget		\$3,485.00	
Media Buy Summary	Platform	Cost	
	NLTRA Visitor Guide	\$1,700.00	
	Tahoe Magazine Guide	\$1,160.00	
	Getaway Reno Tahoe	\$625.00	
Total Media Buy Costs		\$3,485.00	
Remaining Budget		\$0.00	

Snapshot Breakdown			KEY
TAA Retainer	\$8,800.00		Spent
Social Ads and Prize	\$2,815.00		Will be spent
Design + Printing	\$2,400.00		Leftover
Photography + Video	\$2,500.00		
Print Media Buy	\$3,485.00	Carryover Amount	\$5,010.00
Total	\$20,000.00		