



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 2, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Sherina Kreul, Justin Broglio, Dave Wilderotter, Deb Dudley, Heather Leonard, Ron Yglesias, Jan Colyer, Joy Doyle, Mike Young, Cheri Sprenger (9:10 a.m.), Kay Williams (9:24 a.m.) and Alex Mourelatos (9:24 a.m.)

RESORT ASSOCIATION STAFF: Steve Teshara, Kym Fabel, Whitney Parks and Andy Chapman (9:32 a.m.)

OTHERS IN ATTENDANCE: Pettit Gilwee, Captain Jeff Granum and Helen Thomson

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:09 a.m. by Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Steve Teshara said the Chamber and the NLTRA are opposed to Governor Schwarzenegger's proposal to close California State Parks. Kym Fabel recently sent an email blast with information on writing letters to oppose the closing of the parks. Pettit said there have already been a number of media reports regarding the need for state parks in a down economy.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Wilderotter/Young) (10/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 **M/S/C (Wilderotter/Colyer) (10/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of May 5, 2009 with one change in section 6.1.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events and the Chamber Business Plan Implementation report for the month of May. She said the mixer at Evergreen and All Fired Up was very successful and well attended. She also attended the recent NTBA promotions committee. Kym and Steve attended the North Lake Tahoe Truckee Leadership Program graduation ceremony. Staff is finalizing the Chamber Business and Community

Directory for 2009/10. The Business Expo will be held tomorrow night, June 3 from 5:00 p.m. to 7:30 p.m. at the North Tahoe Event Center. There will be some 50 community and business booths, as well as five restaurant booths. The event is free and open to the public. On Thursday, June 4, there will be a joint mixer with the Truckee Donner Chamber at the Village at Squaw Valley. The Summer Recreation Luncheon will be held on June 10 at Sunnyside. On June 11 and 13, there will be two busses that will take front line employees to the Tahoe Environmental Research Center in Incline to learn more about North Lake Tahoe in order to help enhance the customer experience. One shuttle bus will leave from Squaw Valley and another will leave from Northstar. Dave Wilderotter asked if the directory is well used; he personally does not use it. Several members of the Committee felt that the directory is an important piece for the Chamber to offer. Steve noted that the directory helps the Chamber get renewals, as well as update the online directory. Justin asked if there has been any progress regarding moving Chamber blast emails to a track-able system. He suggested systems such as Mail Chimp, Constant Contact, etc.

6.0 OVERVIEW OF LAW ENFORCEMENT PLAN FOR 4TH OF JULY HOLIDAY – CAPTAIN JEFF GRANUM, PLACER COUNTY SHERIFF'S DEPARTMENT

6.1 Captain Jeff Granum said that the Placer County Sheriff's Department is facing economic challenges. The enforcement team who will work over the 4th of July period will be local officers. He said the enforcement plan will be similar to last year; people will be offered voluntary compliance. Signs will note that there is an alcohol ban on the Truckee River, and if people do not wish to comply, they will face the consequences of citation or arrest. The ban will be in effect the 3rd and 4th of July (Friday and Saturday). The CHP will have a slightly increased summer presence, especially in the area of pedestrian safety. He noted these efforts are for prevention. Staffing is down substantially for dispatch. Sheriff's dispatch is taking place out of Auburn, and Fire dispatch is taking place out of Grass Valley. Captain Granum is optimistic that everything will work out; there may be a few challenges, but it will be a good test of local resources. He said at the beginning of the weekend, there will be a BBQ for the various law enforcement agencies to debrief the way they will handle customers and the laws. Granum said there should be some positive changes. Dave Wilderotter does not feel the CHP has changed their attitude, and he thinks there will be more CHP on the street giving more seatbelt and cell phone tickets in Tahoe City which is negative for local business. Granum said there is a very strong working relationship with Placer County Sheriffs and CHP. He said that Placer County has a better relationship and situation than Washoe County and El Dorado County. He said our area is very successful in backing up each other and being supportive of one another. He said that the laws (such as seatbelt laws and cell phone laws) are important; these are protective measures. Justin asked about the closure of the boat ramps in Kings Beach, especially around the 4th of July period. Unfortunately, Captain Granum did not have information regarding the boat ramps. Alex Mourelatos thanked Captain Granum for the positive attitude of the Placer County Sheriffs.

6.2 Cheri Sprenger reminded Steve that we need to schedule a forum with Tony Prisco and the CHP.

7.0 STATUS REPORT – THIS WEEK IN NORTH LAKET TAHOE TWO-WEEK "ROLLING" CALENDAR

7.1 Kym discussed the **This Week in North Lake Tahoe** calendar of events. She said the calendar has been sent out two weeks in a row and has received great feedback. She said the calendar is a really great idea that came out of this

Committee. Several members have said the calendar is extremely helpful. Steve said staff is trying to build a database for those interested in receiving the calendar. Dave asked if staff can also fax the calendar to interested parties. Kym reminded everyone that we are using the GoTahoeNorth calendar to create the **This Week** calendar. Cheri suggested putting a note on the bottom of the calendar regarding the regular times of the Foothill Farmer's Markets. Alex said there should be a standard version of the calendar that includes the Chamber logo, as well as a customized version where business can attach their own logo and events.

8.0 STATUS REPORT – PROPOSED NLTRA PLACER COUNTY TOT BUDGET FOR FY-2009/10 COMMUNITY MARKETING GRANT PROGRAM

- 8.1 Andy noted that the NLTRA is currently in the process of preparing and submitting our FY-2009/10 TOT budget request to Placer County. He said that from Joint Committee and Community meetings, staff is proposing the need for an increased Community Marketing Program (CMP) grant budget line item. Currently, there is \$60,000 available in the CMP line item (\$10,000 to each of the five business associations and \$10,000 for events). He said that in the submittal that staff has put forward to Placer County, the CMP budget has been increased from \$60,000 to \$90,000. Dave asked about where the events that come out of marketing budget, such as the Big Blue Adventure Race, Learn to Ski, and Fabulous Fall fit into the new budget. Andy reported that NLTRA marketing money is used to publicize information regarding these events (e.g. marketing of these events). Steve said we have also added dollars to the line item of new event development in order to support a large scale new events (televised event), e.g. the Dew Tour, X Games, etc. More money has also been designated to website enhancement in the budget. Alex clarified that Andy is discussing the TOT budget and the amount of money that will be designated in certain areas, based upon Committee requests. The NLTRA budget combines other revenue and sources, as well as the TOT budget. Andy said there is additional flexibility through NLTRA budget.
- 8.2 Alex Mourelatos reported that there will be a special board meeting to establish an event task force with the intent to get experts with diverse geographical and business backgrounds in the community to define the role of NLTRA in events, website and social media. Justin Broglio suggested that the CMP Grant Subcommittee should schedule a meeting to review grant criteria and deadlines.

9.0 STATUS REPORT – DEVELOPMENT OF CHAMBER BUDGET FOR FY-2009/10

- 9.1 The Finance Committee will meet on June 17th at 11 a.m. and the NLTRA Board will meet on Friday, June 26 to consider action on the proposed FY-2009/10 budget, which will include the Chamber budget. Steve noted that the 2009/10 fiscal year will begin on July 1. He noted the first NLTRA Board meeting of the fiscal year will probably be moved to the second week of July. No consensus has yet been made on this date (after the 4th of July holiday). Steve reminded everyone that he is not anticipating any major changes in the Chamber budget. He said the number of renewals and new members are keeping the membership numbers relatively strong. He noted that staff is constantly working to establish more services and value for Chamber membership. The Business Directory and Business Expo are events that are important for program revenue for the Chamber. Steve will report back to this Committee regarding any significant changes in the Chamber budget.

10.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 10.1 Jan Colyer – The new Emerald Bay connection shuttle has been very successful so far. This service replaces the former Emerald Bay Shuttle.
- 10.2 Justin Broglio – There are many upcoming events including the Heart and Solstice Festival, Sip and Shop, Common's Beach Concerts and other events. Go to www.visittahoeecity.com for a schedule of events. He said the TCDA has received great support with social media and Visit California listings. Justin noted that the TCDA need sponsorships and donations for the fireworks in Tahoe City. He is expecting a busy summer.
- 10.3 Joy Doyle – Northstar will be opening the mountain bike park and scenic lift rides on June 12. The park will be open weekly from Thursday through Sunday. Joy noted that there are a few weeks in the summer where the park will only open from Friday to Sunday. She said to check online for up-to-date operation schedules. The golf course is open and in full swing. Northstar will soon start TGI Thursdays including live bands and dining & shopping specials.
- 10.4 Cheri Sprenger announced that Clean Up Day will be held on June 6. There are several check in locations including the Tahoe Biltmore, Tahoe Vista Recreation Area, Coon St. and Garwood's; there is a check in point in every community. The Clean Up BBQ and after party will have live music by Momentum. The Kings Beach Farmers Market will kick off next Tuesday and will be held weekly from 9 a.m. to 1 p.m. Kings Beach needs donations and sponsorships for the fireworks. The deck party be slightly different this year, but will once again be held at the North Tahoe Event Center. Cheri announced a new event, Tails and Ales, which will be held June 20 at the Tahoe Biltmore. The event will feature beer from 20 breweries and seafood testing. The event will take place from 6-10 p.m.
- 10.5 Heather Leonard reported that the Tahoe Maritime Museum celebrated its first birthday in the new building. The event had over 150 attendees and raised \$2200. She also reported there is a lecture series with the next lecture on June 11; Living History Day will be on July 25 with a Pirate Speak scavenger hunt for the kids.
- 10.6 Mike Young confirmed that Incline will have Red, White and Tahoe Blue again this year with music, fireworks and more. He reported that Incline High School recently secured funding to begin an International Baccalaureate Program at the school. He said the International Baccalaureate classes are similar to AP style/college prep classes, but are widely recognized around the world.
- 10.7 Ron Yglesias reported that the Placer County Office of Economic Development previously entered into a contract with Lonnie Lott to assist the TCDA develop its proposed property-based Business Improvement District (PBID). Due to economic challenges, this project has been placed on hold. Economic Development has now agreed to re-strategize the scope of work; the \$65,000 will be used for staff time for snow storage issues, and development of a business inventory to recruit new businesses and restructure the TCDA's membership program.
- 10.8 Kay Williams reported that Opening Day on Lake was a success. She said the West Shore Association sent 90,000 emails with the passport, as well as mailing passports. She said that Chamber's Landing opened right before the event. She also said Swiss Lakewood is scheduled to open. The Fly In only had a few

planes this year, including the huge Albatross Sea Plane, as well as a tiny seaplane, about 500 people still attended. She said the swing dance at Granlibakken had poor attendance. She said that the WSA is contemplating turning Opening Day on the Lake into an entire North shore event, instead of just a West Shore event. She said the ROI tracking of the event is very difficult. Pettit said that the Bay Area picked up several stories regarding Opening Day on the Lake from a news release. She said that a full blown PR program would generate more publicity and give the North Lake Tahoe economy an extra boost.

- 10.9 Steve Teshara reported that America's Most Beautiful Bike Ride takes place on Sunday. There will be some road closures on Highway 89 along the West Shore. The event expects 3000 riders. There will be an aid station at Homewood Mountain Resort.

11.0 ADJOURNMENT

- 11.1 The meeting was adjourned at 10:32 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 30, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Cheri Sprenger, Michael Bennett, Jan Colyer, Mike Young, Heather Leonard, Joy Doyle, Sherina Kreul, Justin Broglio and Dave Wilderotter (9:40 a.m.)

RESORT ASSOCIATION STAFF: Steve Teshara, Kym Fabel and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:24 a.m. No quorum was established.

2.0 PUBLIC FORUM

2.1 No comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 There was Committee consensus to follow the Chamber Advisory Committee agenda as presented.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 The Chamber of Commerce Advisory Committee meeting minutes of June 2, 2009 were tabled due to lack of quorum.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events for July, August and September. She also provided the Chamber Business Plan Implementation report for the month of June. She said the Business Expo was very well-attended with several dozen business and community exhibitors. The joint mixer at the Village at Squaw Valley generated a great turnout and enabled the Village stores and restaurants to discuss what they are doing this summer. The Summer Recreation Luncheon had many front line employees attend and was a great success. The chamber Education field trip to the TERC was interesting with more than two dozen attendees. More field trips will be scheduled for the fall. The mixers at Watson Cabin and McBride's Nursery were also very successful, and there were more than 200 people at the Incline Corporate Center mixer to celebrate a summer of arts. Many lodging front desks and concierges have asked to be added to the "This Week" Rolling Calendar database. Cheri Sprenger asked that the calendar also be sent to the business associations. Joy Doyle suggested that staff work on the graphic design of the "This

Week" calendar. Kym reported on the June 30th Coffee Meeting with local CHP community liaison Officer Tony Priscoe. He confirmed that a squad of CHP motorcycle officers from the Sacramento area will be in our community from Thursday, July 2 through Saturday, July 4. He also noted that the state does not receive revenue from tickets written by CHP; this money returns to the city or county where the ticket was written. Attendees at the Coffee Meeting suggested verbal warnings versus written tickets. Cheri feels that the CHP are the law, and they are here to enforce the laws. She feels concerns are more about the approach of the individual officer. Sherina Krueel said Placer County is the leading county in California for DUI tickets and offenses. Pettit Gilwee said a lot of families come to Tahoe for the 4th of July and appreciate the presence of the CHP in the area. In a separate comment, Pettit noted that we have 645 members; she complimented the Chamber on holding its number of members, considering the current economic climate.

- 5.2 Steve discussed the California State Parks closure issue. He said currently the focus of the California State Parks Foundation is to research revenue sources for the \$70 million needed to keep parks open. Steve receives updates regarding the state parks on a regular basis, and he will send these updates to any interested Committee members. He said there have been discussions regarding the vehicle license fee program where people would pay an additional \$15 when renewing their license in order to access state parks for the year. Cheri said the NTBA Board submitted a letter to governor and legislature encouraging them to consider the license fee alternative to keep all state parks open.

6.0 COMMITTEE REVIEW, DISCUSSION AND DIRECTION TO STAFF REGARDING POSSIBLE CHANGES TO ADOPTED COMMUNITY MARKETING PROGRAM GRANT FUNDING CRITERIA

- 6.1 Steve noted there have been multiple revisions to the budget. The Placer County CEO office originally required the NLTRA to prepare a budget that did not exceed \$3.6 million. Steve said the NLTRA was originally told that within this budget they could move some money from the infrastructure budget to the marketing budget. Recently, the NLTRA was told they did not have this flexibility. More recently, we were advised we could move \$50,000 from infrastructure to the marketing budget. Steve said the NLTRA has worked internally to cut personnel and overhead expenses. This funding has been redirected to marketing programs. The current goal of the NLTRA Board is to get as close as possible to the marketing program expenditures that were identified in the original version of the \$3.6 million TOT budget which shifted \$214,000 from infrastructure to marketing. Steve noted that the additional \$30,000 that was designated to the Community Marketing Program Grant may get cut by \$4,000-\$5,000, but there will still be more in the than last year. He said there are also funds going into the new event development line item in the marketing budget; he is uncertain at this time if those funds may be trimmed as well. Steve said the existing CMP grant application was included in this month's Committee packet in order for the Committee to review, make updates and edits. He noted that a NLTRA marketing task force has been appointed to discuss special events and web strategies. The task force will report back to the Chamber Committee and Marketing Committee as appropriate.
- 6.2 Kym suggested that the CMP grant application be altered from two deadlines to one per year. Cheri said the August 1st deadline is too early as July is very busy and the budget has not been finalized. She suggested adding a clause of a tentative second deadline if money remains in the grant program. Justin feels that no intent to apply provision is necessary and suggested an October 9th deadline of applications. He said the wording in the criteria should clearly state that events must benefit Placer County and generate TOT. Justin suggested eliminating the wording of \$500 to \$2500. Cheri did not agree; she feels the \$500 to \$2500 window should remain. Justin said in Section B, we should

edit wording of “shoulder season” to new wording – “areas of opportunity” or “strike zones”. He suggested the Community Marketing Grant Program Subcommittee review the submitted grant applications prior to the Chamber Committee a week before the November 3rd meeting. Cheri agreed that the Subcommittee should meet before the Chamber Committee without the applicants present. Joy was concerned that the October deadline is too early for summer events. Steve said we should know the amount available in this year’s grant program by the end of next week, then Pettit can begin to develop a press release regarding funds available. Pettit feels it is important to discuss the total amount of money available in the CMP grant to show that the Chamber has listened to the community and has increased the money available in response to the suggestion for more funding for special events. Committee members suggested the press release also include information that marketing and special event expertise is available through the Committee and Chamber/NLTRA staff.

6.3 Steve and Kym recapped:

- Changes and comments regarding the application should be emailed to Kym Fabel by July 10th. The next Chamber Advisory meeting is August 4th, and staff will return with an edited criteria and application packet.
- After the budget is finalized and we know the full amount available in the grant program for FY-2009/10, Pettit will prepare and distribute a press release.
- The deadline for applications will be October 9th.
- The Subcommittee will meet during the week of October 19th to review grant applications.
- The full Chamber Advisory Committee will meet on November 3rd to review Subcommittee recommendations and finalize grant awards.

7.0 OVERVIEW OF CURRENT STUDY FOR DEVELOPING PLACER COUNTY ECONOMIC DEVELOPMENT STRATEGIES – DAVE SNYDER AND AL GIANINI

7.1 Steve introduced Dave Snyder, Director, Placer County Office of Economic Development and Al Gianini, a subcontractor to the firm which will prepare the County’s Economic Development strategies, Chabin Concepts. Steve said Dave and Al are here to determine the economic development issues that are important for the consulting team to understand about the North Lake Tahoe area. There will be three community workshops held as part of this process, including one here at North Lake Tahoe, to solicit community input on economic development issues. Steve noted that the economy in North Lake Tahoe is tourism-based, where in other areas of Placer County, there is more of a traditional economic base. Here, there is a crossover of economic development and tourism. Dave Snyder said he will set the stage for the strategy development process, then Al will make comments, followed by a roundtable discussion with the Committee.

7.2 Dave noted that Chabin Concepts has developed economic development strategies across the country. There has not previously been a strategy in place for all of Placer County, and Chabin Concepts is trying to find common threads as they move forward. Dave said Audrey Taylor and Vicki Doll are the principals at Chabin who will work with Al on the economic development strategy. Dave and Al have already toured south Placer and the Sunset Industrial area, as well as Auburn. Today, Dave and Al will tour North Lake Tahoe with Steve. Dave noted that we are currently in Phase 1 of the strategy: the discovery phase. He distributed the “mind map” that illustrates the various phases of process, as well as another document, the Placer County Economic Overview. Vicki Doll has interviewed current members of the County Economic Development Board, including Steve. Al is considering interviews with members of the economic development professionals committee that includes economic development professionals from Roseville, Rocklin, and other incorporated areas. He said that several documents, including surveys and other economic development strategies has been uploaded to the Chapin Concepts web site, so people can review them. These will help establish a

foundation for Chapin to build upon in developing Placer County strategies. Phase 2 will involve interactive work sessions in South Placer, Auburn and North Lake Tahoe where participants will discuss goals and objectives, identifying opportunities and constraints, set priorities, and help determine target strategies and economic opportunities that best benefit Placer County. Task 3 will be developing the plan itself and pinpointing specific initiatives for business expansion and retention, business attraction, and creating entrepreneurial strategies.

- 7.3 Al confirmed he is a subcontractor with Chabin Concepts. He has worked with El Dorado County, the state of California and others in the area of economic development. He said that three mini strategies will be developed for each section of Placer County. He said it will not be an all encompassing strategy. He said Chabin is very tactical and results-oriented. They are looking for specific suggestions to create quantifiable measurable objectives. He noted that North Lake Tahoe and Sunset Industrial area are two areas or anchor points for the report and recommendations.
- 7.4 Dave Wilderotter expressed his opinion that the TOT funds granted by Placer County to the North Lake Tahoe Resort Association represented a successful economic and tourism development strategy. He said that reductions in the amount of TOT granted to the NLTRA over the past two years were a serious concern. He reviewed the "historic split" formula of 60-40%, under which the County returned 60% of the TOT funds generated at North Lake Tahoe back to the community, almost entirely through the NLTRA. Dave said the County Executive Office had changed that arrangement, beginning last year. He said the best thing Placer County could do would be to restore the 60-40 split of TOT and once again return more TOT to North Lake Tahoe, where its generated, to fund tourism and economic development strategies and projects. Jan Colyer said she feels the NLTRA is micromanaged by Placer County. Both Jan and Dave noted that the NLTRA Board, Committees and Subcommittee are all populated by volunteers, and they do not feel Placer County respects the ideas and opinions of these volunteers or the NLTRA staff. Cheri Sprenger noted that the NTBA receives a \$10,000 marketing grant along with the other four local business associations through the Chamber Advisory Committee. Cheri feels the County could work with the Chamber and business associations to identify more grant funding sources and hold more workshops, studies and activities. She said she can write grants and has assistance with writing grants, but she does not have the time to identify grants that are available. She noted that this additional money could do a lot for the community. Justin Broglio asked if the discovery phase will incorporate what other communities have already developed. He also wanted to make sure that Placer County is reviewing information created by the TRPA and other organizations. He noted that a Pathway 2007 Placer County Place-Based planning "vision document" is available on the TRPA web site. Dave W. feels that Placer County should read its own surveys and studies before developing another one. Al said Chabin will make recommendations in its economic development strategies report; they are not the implementing agency. He noted that their recommendations will be tactical and manageable. Al said there must be behavior change in next 90 days to ensure implementation of the strategy. Dave Snyder noted that there is a reorganized Economic Development Board (Supervisors Jennifer Montgomery and Robert Weygandt sit on this Board) that will serve as the steering committee for this process. There was more discussion regarding the TOT. Currently North Lake Tahoe generates between \$8 and \$9 million in TOT each year – 95% of all the TOT generated in unincorporated Placer County. Since the mid-90s and creation of the NLTRA, North Lake Tahoe has traditionally received 60% of TOT for marketing, transportation, and infrastructure. The Ritz Carlton will be opening at Northstar this fall, and this will probably push the TOT to \$10 to \$11 million dollar each year. This fiscal year, the NLTRA has been told it will receive a maximum of \$3.6 million as its TOT budget. Steve noted that the NLTRA operates under a Master Plan that was promulgated and adopted in community and approved by the Placer County Board of Supervisors. This plan guides NLTRA's

investments. The master plan was last updated in 2004. Dave Wilderotter discussed the transportation issue. He said it proved very hard two years ago to persuade the County Executive Office of the need to help fund an airport shuttle - the North Lake Tahoe Express - connecting North Lake Tahoe with the Reno/Tahoe International Airport. This service has been very successful. He expressed concern that Placer County does not adequately understand the tourism perspective.

7.5 AI summarized the major issues noted by this Committee:

1. The need for stable funding of TOT as part of tourism and economic development strategies.
2. Reliable year round public transportation, also a part of tourism and economic development strategies.

Joy Doyle added the importance of the environment in relation to economic development as the environment is our greatest asset at North Lake Tahoe. Jan added that she feels the County constantly doubts the staff at NLTRA. Pettit noted that the CTTC has produced a lot of tourism research, available at visitcalifornia.com. She said these studies show that if you don't market, you lose tourists. She noted that tourism-based businesses are not only businesses that benefit from tourism.

8.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 8.1 Cheri Sprenger reminded everyone about the 3rd of July deck party in Kings Beach. She also distributed the NTBA summer events rack card. She said the first Kings Beach concert will be this Thursday.
- 8.2 Jan Colyer said the summer season Tahoe Trolley service starts tomorrow. She handed out copies of the schedule.
- 8.3 Justin Broglio reported the Tahoe City Heart and Solstice Festival was a great success, and the TCDA is gearing up for a summer of events and activities.

9.0 ADJOURNMENT

- 9.1 The meeting was adjourned at 10:57 a.m.

Submitted by: Whitney Parks, Administrative Assistant



July 29, 2009

To: Chamber of Commerce Advisory Committee

Fr: Steve Teshara, Executive Director

Re: Executive Director's Report

My report to the Committee will cover the following topics:

- **Chamber Role in Preparing Phase I of an Application to the American League of Bicyclists for Designation of the North Lake Tahoe-Truckee Resort Triangle as a *Bicycle Friendly Community*.**

This will be a verbal report at the meeting

- **Project Update - Kings Beach Affordable Housing Now (Domus Development)**

Summary: On July 22, the TRPA Governing Board unanimously approved amendments to the Kings Beach Community Plan Boundary, adding two parcels to Special Area #1 for affordable housing development (a project in the planning stages proposed by Domus Development). Related Kings Beach Community Plan Land Use and Urban Design policies were also approved. These actions allowed important components of the proposed Domus "scatter" affordable housing project to proceed in the TRPA project review process.

- **Update - "Revised California State Park Closure Plan"**

Summary: As of this writing, the general fund budget cut to California State Parks in the budget signed July 28th by Governor Schwarzenegger was \$14.2 million. According to the Governor's budget announcement and his direction to the State Parks Department, more than 100 state parks will be closed. The State Parks Department is to develop a list of the parks to be closed. While this is better than the Governor's original proposal to close more than 80% of the parks statewide, it still represents a major negative impact to state and local revenues and the tourism industry. Our task now is to work collaboratively to ensure that none of the state parks in the Tahoe-Tuckee region (part of the Sierra State Parks District) wind up on the closure list.

- **Update - Preparation of Placer County Economic Development Strategies**

Please see my attached recent reply to County Economic Development Director Dave Snyder.

Subject: Re: Economic Development Strategy - Community Work Sessions

Date: Tuesday, July 28, 2009 7:52 AM

From: Steve Teshara <steve@puretahoenorth.com>

To: David Snyder <DSnyder@placer.ca.gov>, Sandra Scott <sscott@sierracollege.edu>, <ucovich@hotmail.com>, Bridget Powers <bridgetpowers@sbcglobal.net>, Robert Weygandt <Weygandt@placer.ca.gov>, "John B. Allard II" <mrjba2@surewest.net>, Steve Nichols <sjn2@pge.com>

Cc: Rich Colwell <RColwell@placer.ca.gov>, Kelly Kreeger <KKreeger@placer.ca.gov>, Heidi Paoli <HPaoli@placer.ca.gov>, Jennifer Pereira <JPereira@placer.ca.gov>, Jennifer Montgomery <JMontgomery@placer.ca.gov>, Julia Burrows <jburrows@roseville.ca.us>, Terry Richardson <Terry.Richardson@rocklin.ca.us>, Steve Art <SArt@ci.lincoln.ca.us>, <pbeck@loomis.ca.gov>, Will Wong <wwong@auburn.ca.gov>, Ron McIntyre <rmccconsulting@sbcglobal.net>, <colfaxjp@foothill.net>, Steve Kastan <SKastan@placer.ca.gov>, Pat Malberg <PMalberg@placer.ca.gov>

Dave: Thank you for your e-mail, below. Dates to avoid for a workshop here at North Lake Tahoe are all dates, at least until after Labor Day. We are in "high summer" tourism season and everyone is doing their best to focus on business and generate revenue. I think your idea of conducting the workshop here in conjunction with the annual Economic Development Tahoe meeting is a good one, although we need to avoid the week that starts with Monday, September 21st.

I will have to consult with key colleagues here about time of day; I will discuss afternoon or evening with them as the likely options. Our recommended venue is likely to be the North Tahoe Events Center in Kings Beach. It is centrally located and folks in our community are used to attending community meetings and workshops there. We have a variety of outreach strategies in mind to promote attendance and participation; we will be using our PR capabilities through the North Lake Tahoe Chamber of Commerce and North Lake Tahoe Resort Association, and our Community Partners network – North Tahoe Business Association, Tahoe City Downtown Association, West Shore Association, Squaw Valley Business Association, Northstar Village Retailers Association and others. A key to our success will be to set and confirm the date/time and location as soon as practical.

In your e-mail, you reference that the workshops will provide an opportunity for the consultants to present "an overview of findings thus far." I hope it will be possible for members of the ED Board to review any written material prepared by the consultants prior to the start of the workshop series.

Many thanks for your continue leadership in coordinating this important study on behalf of the Economic Development Board and other partners.

Steve Teshara
Executive Director
North Lake Tahoe Chamber of Commerce
President & Chief Executive Officer

North Lake Tahoe Resort Association
Member (Tourism Representative), Placer County Economic Development Board

On 7/27/09 9:37 AM, "David Snyder" <DSnyder@placer.ca.gov> wrote:

Dear Colleagues:

In the coming weeks, Chabin Concepts would like to set three dates for community work sessions in South Placer County, the Auburn Area, and in North Lake Tahoe. The purpose of the economic development strategy community work sessions would be to provide an overview of findings thus far; highlight opportunities and constraints; review and discuss goals and objectives (related to business attraction, expansion and retention; workforce/education; and entrepreneurship); and finally establishing a Top 3 sub-regional economic development goals.

With that in mind:

What are "dates to avoid" in August & September?

Are the community work sessions better held in the morning, afternoon or evening?

What are some venues that might work best in your area?

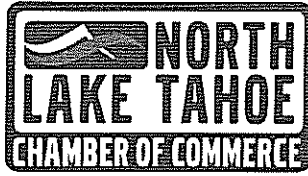
And how might we promote the sessions to obtain the maximum community involvement?

Your thoughts and suggestions are greatly appreciated. We may try and hold the Tahoe community work session in conjunction with the Economic Development Board's Annual Tahoe meeting...dates to be determined.

Sincerely and thanks to all,

Dave

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Office of Economic Development
County of Placer
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Auburn, CA 95603
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(530) 889-4095 Fax
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www.placer.ca.gov



July 29, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Informational Presentations - Summer Transit Services and Google Transit

Background

We have invited Jan Colyer, Executive Director of Truckee North Tahoe Transportation Management Association (TNT/TMA), to provide the Committee with an overview of summer transit operations in the North Lake Tahoe-Truckee Resort Triangle.

Jamie Wright, TNT/TMA Program Manager, will present a Power Point on the new Google Transit service for North Lake Tahoe.

These are informational presentations only; not Committee actions are being requested.



July 29, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Further Committee Review, Discussion and Direction to Staff Regarding Possible Changes to Adopted Community Marketing Program Grant Funding Criteria - Review of Application Dates Established for FY-2009/10 Program

Background

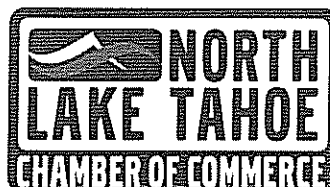
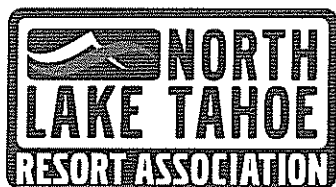
The Committee began this review process at your June 30th meeting. It was agreed that any written comment on the current grant application packet and/or funding criteria would be accepted by staff through July 10th. We report that no further comment has been received beyond the Committee's comments at the June 30th meeting, the key points of which are summarized below.

Grant Application Deadline: As you recall, there was extensive discussion about the grant application deadline and some regarding a cap on the amount of individual grant requests. In the end, there was consensus agreement not to require "an intent to apply" process and to establish the grant deadline for this fiscal year as October 1, 2009; the grant amount "range" was left at between \$500 and \$2,500. The Committee agreed that the Grants Subcommittee would review applications received the week of October 19th and that Subcommittee recommendations would be presented to the full Committee for review and consideration on Tuesday, November 3rd.

Total Grant Amount Available: Although the NLTRA's FY-2009/2010 Tahoe TOT Budget Request and Proposed Contract package has not yet been presented for consideration and approval by the Placer County Board of Supervisors, the total grant amount available for special events in the budget approved by the NLTRA Board is \$35,000; up \$25,000 from last year's total of \$10,000. This is in addition to the \$50,000 in funding available to the Chamber/NLTRA's eligible Community Partners.

Requested Action

This agenda item provides an opportunity for the Committee to further review the adopted Community Marketing Program Grant Funding Criteria and proposed application process and deadlines for FY-2009/10; and provide staff with further direction, as may be appropriate



Community Marketing Grant Program Grant Funding Criteria and Application Form

Introduction:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide **marketing and promotional support** to: 1) community based business organizations specifically identified in the NLTRA/Placer County contract; and 2) special events or projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

All Community Marketing Grant Program applications are reviewed by Chamber staff, then reviewed by the Grant Subcommittee of the Chamber of Commerce Advisory Committee during a regular public meeting. The Subcommittee then makes a recommendation for consideration to the full Chamber of Commerce Advisory Committee. If approved by the Advisory Committee, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.

Grant Eligible Organizations

As indicated in paragraph one, above, certain community based business organizations, specifically defined in the NLTRA/Placer County contract, are eligible to submit applications for Community Marketing Program grants. A specific amount of total funding is set aside for these organizations each year. Currently, these organizations are the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, and Northstar Village Retailers Association.

The competition for special event grant funds is open to any community organization or business for a program or project targeted at visitors to the region that generate local and business revenue, provide local and regional media exposure, and opportunities for public relations. Since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT), through the North Lake Tahoe Resort Association, the public revenue and other benefits generated must accrue principally to areas within Placer County.

Grant Program Deadlines:

Community Marketing Program (CMP) grants deadlines apply within the fiscal year (July 1 - June 30).

Deadline: October 9, 2009

Note: Applications will be reviewed within 30 days of acceptance with final decision announced shortly thereafter.

Grant Program Eligibility Criteria:

To clearly establish eligibility for your CMP grant application, please comply with the following selection criteria.

CMP grants are designed to provide **marketing and promotional support**: including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax) and promote the commercial/geographic area(s) of the requesting organization/entity.

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Dollar amounts to be awarded:

New special event and/or project and program grants requesting “seed” funding will be given priority consideration over returning grant recipients. (See Section B for specific details on special event and/or project and program funding).

The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience.

Grant Program Recipient Obligations:

To clearly establish eligibility for your CMP grant application, please comply with the following:

1. Use of the North Lake Tahoe Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
2. The North Lake Tahoe Chamber of Commerce and North Lake Tahoe Resort Association shall be named as an Additional Insured if grant funds are to be used to help support a special event. General Liability and Liquor Liability Insurance Limits must be at least \$1,000,000 for Each Occurrence, Damage to Rented Premises and Personal Injury.
3. An event sponsors must be prepared to provide the Chamber/NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.
4. Accountability and Documentation of Return on Investment (ROI) - Within 90 days of the project or event completion, all grant recipients must file a full ROI report to the office of the North Lake Tahoe Chamber of Commerce. (See Section C for ROI requirements).

Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Kym Fabel, Manager
North Lake Tahoe Chamber of Commerce
PO Box 884
100 North Lake Blvd.
Tahoe City, CA 96145
Ph: 530-581-8764 Fax: 530-581-7686
Kym@PureTahoeNorth.com

- 1. If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Section A of the application.**
- 2. If this grant application is for a special event, please complete Section B of the application.**

SECTION A		
Date Submitted:		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	

Purpose of organization:	
Tax ID Number:	
Total annual budget:	
How is project consistent with organization's mission or purpose?	
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?	
Total budget of project:	Please submit copy of complete final budget
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program_____ %	
Sources of other funding to support the project budget:	
Description of how success of project will be measured (if applicable):	

\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
_____	_____
Signature	Date

Print Name and Title	

SECTION B:

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, the following information must be provided to complete the application process. To ensure your application is qualifies for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted:		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	

Purpose of organization:
Tax ID Number:
Total annual budget:
How is special event consistent with organization's mission or purpose?
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan ?
Actual date(s) of event:
Event Name (title):
Narrative description of the event:
Purpose of event:

Total budget of event:	Please submit copy of complete final budget
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____ %	
Sources of other funding to support the special event budget:	
Description of how success of special event will be measured (if applicable):	
\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
_____	_____
Signature	Date

Print Name and Title	

SECTION C:

Required Accountability and ROI Documentation Report:

The following information must be submitted within 90 days of the completion of the project, program or special event (or no later than September 15), funded all or in part by a grant from the Community Marketing Grant Program. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

1. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available.
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

If the grant was for a special event, please also provide the following report:

A. Event attendance statistics and results of participant surveys, if taken.
B. Copies/examples of press releases and media coverage.
C. Summary information on:
• Post Event Summary:
• Your experience in raising funds for this event from other sources.
• Final actual expenditures and revenue statement.
• Is it your intention to request a North Lake Tahoe Chamber Community Marketing Program Grant next year?