

**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
MEETING MINUTES**

Thursday, December 8, 2016, 3:00pm

Tahoe City Visitor Center



north lake tahoe

Chamber | CVB | Resort Association

- A. Call to Order at 3:08 - Establish Quorum.** No Quorum was established
In Attendance: Caroline Ross, Ava Hinojosa, Joy Doyle, Steve Lamb, Adam Wilson via telephone, Stacie Lyans, Connie Liu (Abbi Agency), Natalie Parrish, Sandy Evans Hall, Amber Burke, Dawn Baffone
- B. Public Forum:** Any person wishing to address the Business Association and Chamber Collaborative 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)
- Joy nominated Jody Poe from Tahoe.com for the BACC committee
 - Sandy explained how since there is not a “term” for this committee we did not do a formal appointment for the BACC and how it is ideal to have a second representative from each district.
 - We will add her to distribution list.-DONE
- C. Agenda Amendments and Approval-MOTION**
- No APPROVAL. quorum was not establish
 - **Item tabled, no quorum**
- D. Approval of the Meeting Minutes-MOTION**
- Thursday, November 10, 2016
 - **Item tabled, no quorum**
- E. Touch the Lake Campaign Discussion & Action Items**
- Connie referred to the map, which was handed out.
 - Four coupon categories are represented: Wellness, recreation, dining, art.
 - Road icons and TART locations were added
 - Mileage from/to Tahoe Towns were add
 - On the back of the map, there links to 8 businesses from each area, will be a link will be online, to website
 - Ski Resorts will be added on the map
 - Each business featured that have coupons will have a coupon
 - Social Media Photo Contest Online via Facebook, Twitter, Instagram #touchlaketahoe. All photos will be added into the main FB page
 - Instructions explaining the best way to get the message out will be distributed to members via a zip file from Abbi Agency
 - Suggestion by Caroline to change “Tahoe Towns” to “Lakeside Towns”
 - Maximum amount of coupons is 20. (Two more are needed.)
 - Comment by Caroline to combine businesses who have more than one coupon, and if they have two, to separate them.
 - Connie would require logo, offer and blackout dates by the end of the day tomorrow (Friday, Dec. 9th). A 15% discount is preferred, or a buy one/get one deal.
 - Caroline suggested to add “scenic helicopter rides” on the coupon
 - Distribution, both visitor centers, major lodging properties are being reached out to, and vacation rental properties.
 - Connie is developing a FAQ sheet for staff of businesses handing out map.
 - Final Draft next Wednesday, physical Distribution is scheduled for Jan 2nd. To continue to hand out through March 31st.

- The social media contest ends on March 31st
- Joy suggested an expiration date on the coupons.
- Caroline suggested that TART should be represented by the TART logo instead of a bus.

F. Shop Local Holiday contest Discussion & Action Items

- Caroline reported printed 12,500 cards and an additional card printing of 2,500
- She referred to the budget handout, and it is right on budget.
- The staycation grand prize: 3 nights at Mourelatos, estimated \$600 value and no black out, to expire in one year.
- On handout, everything in black is secured and paid for. Items in red are suggestions.
- Tahoe Yoga and wellness was suggested for inclusion, since it is a spa and at Northstar.
- Natalie should contact members to add to prizes, sticking within the budget.
- Seasonal ideas are discouraged. Skating was suggested by Adam, whether it is roller skating or ice skating, at Northstar.
- A deadline is set for Dec. 15th for submitting prizes.
- Firesign will donate, according to Stacie. Art Haus prize may be donated. Suggestion to begin seeking donations after seeing how much the spa is going to cost and then go to the Art Haus, or Jakes.
- Contest ends December 24th, then cards need to be collected. The drawing is January 5th. Data entry could be completed afterwards. There is a template in Excel, a spreadsheet, and Caroline will distribute it to everyone.
- Suggestion by Joy to divide cards equally between all to input the card information.
- Discussion regarding tracking sticker colors/districts and whether the information will be valuable to track.
- Stacie requested photos. Connie will call Stacie and see if she can use some that Abbi Agency has.

G. Yearly Calendar Review

- All must get on the Jan Feb & March calendar for marketing grant presentations. Joy & Stacie volunteered for February.
- Caroline/Squaw is tentative for April.

H. Community Marketing Grants Discussion & Timeline

- May is the deadline for TOT grant, and applications are ok for May for the June meeting.
- Shop North Tahoe Website will be discussed in the next meeting, add to agenda for next meeting. Lindsay & "Truckee" should be invited.

I. Tahoe Sierra Century Discussion

- Joy described the Tahoe Sierra Century Ride which is a fundraiser for the North Tahoe School and High School Band Program. An RFP was submitted.
- Suggestion to talk about it as a group, as opposed to competing efforts with each other for going through the processes. Discussion about the history and details of the event.
- The event has been run by parents of the band students. The event is being sold in lieu of a charitable donation to the band program.
- Caroline said she would talk to Squaw about it.
- The Rotary was suggested but do not have the capacity.
- Will discuss this item in a future meeting.

J. Committee Member Reports/Updates from Community Partners

TC Ice Rink Opening Saturday with Jonny Moseley
 TC Sports Park Restaurant offers a local discount
 NT Visitor Center Open house 4-6 December 15th.

K. Adjournment at 4:17pm