

Business Association and Chamber Collaborative Meeting

May 11, 2017 3:00 p.m.

MINUTES

- A. Called to Order at 3:14 p.m. - Establish Quorum Jessi Whalen, Caroline Ross, Joy Doyle, Rob Weston, Lisa Nigon, Brendan Madigan via telephone, Kelly Benson, Amber Burke, Natalie Parrish, Sandy Evans Hall, Dawn Baffone, Lindsay Thayer
- 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.
- C. **Agenda Amendments and Approval-Discussion about moving around agenda order, item B was switched to item A.**

MOTION to approve agenda amendments M/S/C Rob/Joy 6-0-0

D. Approval of the Meeting Minutes-MOTION M/S/C Joy/Rob 6-0-0

1. Thursday, April 20, 2017

Discussion & Strategy:

A. Review BACC Budget – Amber

Budget will be included in every packet. On track with budget, if Incline is included, there will be an additional \$2,000.

MOTION to approve BACC Budget M/S/C Joy/Jessi 6-0-0

B. Touch the Lake Campaign Overview –Kelly presented. Right on budget at \$20,000

- Target for getting the winter map out is Dec 15th. Or earlier, per Amber. Natalie will put it on the agenda for September.
- Kelly said a winner was selected for the contest, and she is seeking a dining option for the winner and requested suggestions.
- Discussed Shop Local Campaign Website and allocation of remaining funds – Amber, Natalie
- Change requested by Caroline; 'Business Assn. Grants' Squaw Valley Business Association.
- Discussion about how to spend the \$15,000 previously allocated to High Notes by June 30th. (Please note; High Notes needs an additional \$4,000 to do what had already been discussed.)
- Shop Local video not completed yet. Amber will take a look at it when Lindsay has it ready.
- Amber explained that there is/will be a log in for every businesses page so that when you have an updates they can be done individually. This is a new initiative to ramp up the shopping page, it will be included and will not have a cost.
- Natalie will supply analytics to the companies listed on the shop page.
- Two different pieces -Shopping and Locals shopping.
- Kelly suggested persona "buckets" with links and Caroline suggested linking to the business websites or area so not to have to worry about the membership.
- Lindsay said that not trying to recreate a site but have it be a landing page to redirect to the other sites.
- Discussion about whether other entities/businesses outside of members are listed on site.
- Sandy suggested creating a landing page on gotahoenorth, under Things to Do "Shopping",
- Lindsay is concerned that the page might get lost within the website, and Sandy said that the concern is that the separate page will be hard to find and we would lose the traffic that goes there.
- Lindsay reported that there were 2,755 sessions and. 8,755 page views with zero push last year.
- Lindsay reviewed the statistics for the page visits.
- Caroline expressed that the \$15,000 originally had been designated for shopping and not shop local specifically and Shop Local was supposed to fund itself with retail sales.

- Lindsay said the cost to update the shop local page would not be very much, and would need to speak with the Web developer. She estimates around \$1,000.
- More discussion about the possibility of a Shop Local website.
- Sandy sees the shop local program as being more as a Chamber program and not a shopping category. She said dollars would not be used to create a new website. Shop Local would remain on the gotahoenorth website.
- Natalie expressed the concern about who would maintain the page.
- Caroline suggested to earmark funds to update the Shop Local site, link under gotahoenorth shopping, and get ready for the Holiday Contest.
- Sandy suggested focusing on the Holiday Contest only at this time.
- Joy suggested developing a subcommittee regarding shop local and remaining funds and obtain quotes.
- Lindsay will develop a quote and estimation of time to be spent on the holiday contest. She will get it to us by next week.
- Caroline recommended to fund programs as needed.
- Lindsay suggested updating FB, Twitter Instagram pages for Shop Local. She will include in proposal. One post per week leading up to the holiday contest.

MOTION to reallocate portion of the \$15,000 balance in Shopping to cover deficit in High Notes and review a proposal to freshen Shop North Tahoe Truckee website and rest will be spent on shopping. M/S/C Joy/Lisa 6-0-0

Action Items:

A. MOTION: Grant Presentation

West Shore Association – Rob Weston, Lisa Nigon

MOTION to approve West Shore Association Grant Application Joy/Jessi 6/0/0

B. MOTION: Discuss & Possibly Approve Peak Your Adventure Final Scope of Work - Kelly, Amber 5,000 \$2,500 10,000 \$3,600

- Discussion about maps. Using Eric Brandt, Destination management, charge per key word.
- Amber pointed out that the budget is revised. Abbi agency can move forward with proofs and printing quotes.
- Move forward with scope of work.

MOTION to approve Peak Your Adventure Final Scope of Work M/S/C Lisa/Caroline 6-0-0

C. MOTION: Discuss & Possibly Approve High Notes Final Scope of Work - Kelly, Amber Target for getting the winter map out is Dec 15th. Or earlier, per Amber.

Kelly reviewed what will be included in the North Lake Tahoe Music, brought up at the last marketing committee meeting, which in process of being decided if High Notes will be used or North Lake Tahoe Summer Long Music Series.

Joy pointed out that marketing material is going to press and will need the final boiler plate. Amber will talk to JT about logo inclusion.

Budget does not include printing costs. 5,000 rack car- \$565. 300 posters-\$225.00

Amber estimated high and actual needed funds are a little less.

MOTION to Approve High Notes Final Scope of Work M/S/C Lisa/Caroline/6-0-0

D. MOTION: Grant Presentations

a. Squaw Valley Business Association – Caroline Ross (10 Mins)

- Campaign is to drive lodging from S. Cal to target mid-week/late summer lodging.

MOTION to approve \$12,500 for Squaw Valley Business Assn. Joy/Lisa 6/0/0

Rob left at 4:40

MOTION to approve \$10,000 Northstar grant application Lisa/Joy (5/0/0) (Rob left at 4:40)

- Amber requested invoices for the grant requests.

E. Committee Member Reports/Updates from Community Partners

Adjournment 4:50pm