

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, July 13, 2017, 3:00pm
Tahoe City Visitor Center
MEETING MINUTES

A. Call to Order AT 3:06

In attendance: Jessi Whalen, Lisa Nigon, Caroline Ross, Jodi Poe, Ava Hinojosa, Misty Moga, Steve Lamb, Joy Doyle, Eric Pilcher, Dawn Baffone, Amber Burke, Natalie Parrish, Kelly Benson

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.

- Amber updated the group regarding the current status of the NLTRA contract with Placer County. Changes to Marketing are not anticipated. She is working close with Andy so if there any questions, you can ask Amber. She also updated the group regarding the status of the new NLTRA CEO, Cindy Gustafson. She reported that Cindy will begin at the NLTRA on August 2nd.

C. Agenda Amendments and Approval-MOTION M/S/C (Joy/Jessi 9-0-0)

D. Approval of the Meeting Minutes-MOTION M/S/C (Ava/Misty 9-0-0)

1. Thursday, June 8, 2017

Discussion & Strategy:

A. BACC Budget Overview– Amber

- Amber reviewed the current budget included in the packet. She has also compiled a 17/18 Budget and will present it at the next meeting.

B. BACC Annual Calendar – Amber, Natalie

- For contributions or changes to the calendar, contact Amber.
- Touch the Lake Campaign launch is in November so review will begin November 1st.
- Community Marketing Grant, add Event Task Force as one of the deliverables. Grant application will be due by October 6th. The grant announcement can be made in early November. Amber will have a preliminary plan put together for the workshop. It is in her scope of work for July and is tentative based on the budget.

C. Peak Your Adventure Update - Kelly

- Map distribution
 - Amber reported that maps have been distributed to 31 locations
 - In the future, she recommends streamlining distribution and having partner involvement in the distribution process.
 - There are still a few locations that maps have not been distributed to.
 - There are approximately 1,000-1,500 remaining.
 - There is positive feedback regarding the digital campaign/coupons.
 - There is an ad with the map in the Visitor Guide.
 - 9 of the 12 coupons are live. Squaw tram coupon was withdrawn, since the
 - The map on GoTahoeNorth website will be live with a direct link to the coupon page, by next week.

- 510 have visited the Peak Your Adventure page during this campaign beginning in June. Keyword “Tahoe North “has been texted 14 times and My Adventure texted 31 times. 13 coupons have been downloaded. This will be reviewed again after it has had time to take effect. An idea is that next year, the coupons may be available on the “Deals” page. (The partners will need to be informed before that is done.). Kelly will report on who has redeemed the coupons as soon as that information is available.
- Abbi Agency will provide an update on how many coupons have been redeemed by the end of July.
- Social Media includes Facebook, Twitter and Instagram. The coupon descriptions that are included in Social Media will be updated with more specific wording so that the public understands what the coupons available actually are. There have been close to 20,000 impressions since approx. June 27th.

D. High Notes Campaign Update – Kelly

- 5,000 rack cards printed, 300 posters printed, distribution is in progress. Rack cards have been delivered to the out of market campaigns including Pops in the Park in Sacramento- great response.
- Final stage of Beerfest and Bluegrass video, and will be live with interactive components of schedagraphic. Some videos have been posted on Twitter and performing well.
- A Spotify channel has been created for “High Notes 2017” and includes bands that are in the current High Notes lineup who have a Spotify play list. The channel includes the N logo and the Spotify channel is called “Tahoe North.”
- There is a ticket giveaway for Wanderlust included in the promotion.
- There have been 3 Facebook lives done at the music venues and have been successful. The day of the week makes a difference with engagement. Weekdays have more engagement. Results: 10,000 people have been reached, 2,500 views and 102 likes/loves, 13 shares and 6 comments.
- A High Notes Takeover happened (where the band takes over the camera) at one venue and it was a learning experience and had a good response.
- Instagram can now link out to the story and goes to the High Notes page on www.gotahoenorth.com
- During Achilles Wheel in Kings Beach on the 28th, there will be another High Notes Takeover.
- Twitter and Instagram posts are also happening and doing well.
- Amber will distribute the High Notes videos to Joy/Katie and Northstar, as well as the shortened videos and discuss when they will be posted.
- KTHX radio interview happened. Amber did great.

E. Shopping Update – Kelly, Amber

- A map is being created similar to the Ale Trail Map, will have more details of shopping streets and districts. It will be online only at this time. Right now the look and feel of each shopping district is being represented and the buildings representing the districts are being highlighted in this preliminary graphic. It will be interactive and will link out to other websites.
- Suggestion to add highways/roads. Travel minutes may be added.
- Suggestion to add a google maps link, images of graphic rather than a cartoon graphic.
- Amber reported that there was full day Shopping photo shoot on the 11th in Kings Beach. A full day Photo Shoot is also scheduled for August 2nd in Tahoe City. Requests feedback from Squaw and Northstar regarding what they would like to incorporate into their shoot. Dates are not decided yet. Music may be incorporated. Model money is allocated.
- Kelly suggested some of those photo images can be used as icons for the online Shopping map

- The funds have already been budgeted for the components of the map.
- The type of image/icon to represent each district was discussed. Photo icons could change seasonally.
- There is one shopping video, there will eventually be videos representing a variety of stores.
- Kelly said that there could potentially be seasonal Shopping maps.
- Amber said there is no deadline set for the Shopping map. Joy suggested setting one. Photography will be done in a few days, Tahoe City done August 2nd, Resort will be set up prior to next meeting.
- Amber suggested that the campaign kick-off in the fall.
- Kelly will reach out to the contacts in each shopping area. Ava or Misty in Incline, JT in Tahoe City, Jessi in Northstar.

F. Shop Local Website Update – Natalie

- Added video link. Will get Kings Beach from the upcoming photo shoot. Would like input about what photos to include.

G. Touch the Lake Review and 2017/18 Strategy – Kelly, Amber

- The analytics have not changed very much at this point.
- Key takeaways:
 - Get campaign started sooner
 - Go digital with coupons
 - Get better coupons
 - Results by numbers; map impressions were good with 55,000.
- Amber reminded that the \$80,000 is the BACC's money to budget and they decide what it is spend on. The committee should establish the goals. She suggested a committee retreat-one day meeting to examine the bigger picture and strategy of the group. The Marketing committee would be included.
- Discussion about Touch the Lake coupons and maps and whether to do a similar campaign as in the past.
- Twice a month analytic updates from Eric/Abbi Agency were requested.

H. Partner Informational Meetings– Amber

- Amber explained a need for a better system for information to be distributed to each district and their employees by way of her or Natalie meeting with each team at their locations. Steven suggested to host a BACC co-mixer, with wine and appetizers. Amber and Natalie will review and work with each region on an individual basis and will develop over the next year.

Other Items:

A. Committee Member Reports/Updates from Community Partners

- Wanderlust-Squaw
- Homewood High & Dry has short term storage available via buoys and dry storage. Book online.
- Tahoe Trail 100 at Northstar

*Adjournment at 4:42