



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, February 8, 2017, 3:00pm
Tahoe City Visitor 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:
Eric Pilcher

Committee Members:
Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

JT Chevallier
Tahoe City Downtown Assoc.

Lisa Nigon
West Shore Café

Amy Kylberg
Northstar California

Jessi Whalen
Northstar

Joy Doyle
North Tahoe Business Assoc.

Jody Poe
North Tahoe Business Assoc.

Mike Young
Incline Community Business Association

Misty Moga
Incline Community Business Assoc.

County Representative
JJ Jansen

Quorum
Majority including 1 NLTRA Board Director

Google Hang-out Link will be emailed 10 minutes prior to meeting. Click to join meeting remote.

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 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)
- C. Agenda Amendments and Approval-MOTION
- D. Approval of the Meeting Minutes-MOTION
 - 1. Thursday, December 12, 2017
 - 2. Thursday, January 11, 2018 (*will post when available*)
- E. BACC Budget & Calendar Overview – Natalie, Amber (2 Mins)

Action Items:

- A. Shop Year Round Video Series Discussion and Possible Approval – MOTION Amber (30 Mins)

Discussion & Strategy:

- A. Touch Lake Tahoe Update, Allegra (15 Mins)
 - 1. Photo Contest Update
 - 2. Canvas Ad Performance Update
 - 3. Influencers Update
- B. Shop Local Holiday Results, Natalie (10 Mins)
- C. Business Discount/Deals Discussion, Amber (10 Mins)

Other Items:

- D. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- E. Adjournment



north lake tahoe

BUSINESS ASSOCIATION AND CHAMBER COLLABERATIVE MINUTES

**Thursday, January 11, 2018, 3:00pm
Tahoe City Visitor Center**

A. Called to Order - at 3:07 p.m. Quorum established.

Committee Members in Attendance: Caroline Ross, Stephan Lamb, Lisa Nigon, Jessi Whalen, Joy Doyle, Jody Poe, JT Chevallier joined at 3:19 p.m.

Board Member in attendance: Gary Davis

Staff Members: Cindy, Natalie, Amber

Others in attendance: Allegra Demerjian

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.

- a. Joy addressed committee to announce Kings Beach Winter S'mores campaign and distributed handout

C. Agenda Amendments and Approval-MOTION

Meeting minutes tabled until next month - M/S/C Joy/Jessi 7-0-0

D. Approval of the Meeting Minutes-MOTION

1. Thursday, December 12, 2017

Tabled until next month

E. BACC Budget & Calendar Overview – Natalie, Amber reported.

- o Natalie provided timeline update – added Shop Local Holiday, Shop Local Year Round and Shop Local Holiday Update to December action items, Changed Shop Local Holiday results to shop local holiday reports and update. Moved Strategic Planning Discussion to March as tentative
- o Amber mentioned Strategic Planning discussion would wait until new board and marketing committee members are in place.
- o Joy asked if we are still the group overseeing event grants.
 - o Amber let her know that we are and that it was taken out of October and that we are still waiting on agreement with Placer County to ensure we have funds available.
 - o Cindy let committee know that it has been submitted in the new contract with Placer County to go before Board of Supervisors and we anticipate no problems.

- Caroline asked if the delay would allow for a “bigger pot” of money or if we would lose out on money
- Amber and Cindy agreed they do not think we will lose money and Amber will follow up
- Cindy announced January 30th Tourism Development Workshop with new marketing committee and Tourism Director and encouraged participation.
- Amber let committee know that she is doing comparison on events and sponsorships to bring to marketing committee. Plans to move forward as-is for now, but she is looking at a larger level.
- Amber and Cindy met with Truckee to coordinate events.
- Cindy announced that NLTRA is changing Marketing name to Tourism Development to take away the idea that marketing is just advertising and we are open to restructuring committees and sub committees.
- Caroline has ROI and is willing to present grant request on March agenda

Discussion & Strategy

A. NLTRA | Chamber Organizational Update – Cindy Gustafson provided update

- Cindy announced Bylaw change passed with new board seats with February 5 deadline at 5pm. Election results announced in March and then board will make appointments for 1-6 additional seats.

B. CAP Update and Discussion – Cindy Gustafson provided update and handout of seats

- County and NLTRA Board have been having discussions regarding Squaw and other Business associations being involved in CAP committee.
- If Business Association has 501c status, they should be involved and that any business association candidate represents all businesses.
- Committee discussed ways to ensure seats provided diversity in representation and ways for the business associations to nominate.
- Business Associations agreed to work together to provide 2 nominations.
- Caroline suggested CAP updated be added to BACC agenda and becomes direction of committee.

C. Shopping Update

- Photo shoots have tentative dates of Jan 24th or 31st (one at lake and one at resorts) Amber requested that the committee is ok with being flexible on delaying shoots based on snow.
- Amber asked committee to provide model suggestions
- Amber let committee know that the map is on the shopping page of gotahoenorth.com, still at top of page, but slightly smaller to ensure visitors can see business listings on page
- Allegra and team working on blog post to be added early February. Amber let committee know that blog post was added value provided at no additional cost

- Amber provided handouts for quotes from Chris Bartowski and Rotor Collective and mentioned that Chris provided lower quote. Amber is going to get all quotes to make comparison to make decision at next meeting.
- Allegra talked about the rest of scope of work and promotions having little content for canvas ad. She said that we are ok for the first couple of months, but with the snow conditions and photo delay. Asked group if they are ok holding out for more content or look at different ad formats as options to proceed.
- Amber suggested that we wait to collect assets and to do canvas ad because we know it is doing well since we have been waiting.
- Joy suggested reaching out to districts to find photos to help collect some additional winter shopping content.
- Amber suggested that everyone put a call-out to their members for content and see what we receive and decide if it captures what we want to promote and if we have enough to put together an ad.
- Committee agreed to reach out to see what can be collected but to wait on our end.

D. Touch Lake Tahoe Campaign Update

- Allegra updated committee that photo contest was launched Dec 15th and will run through end of March with a monthly prize to photo entrants.
- As of the end of December had 93 total submissions, 99,800 impressions and about 6500 engages to the campaign.
- Amber asked if we have a year over year comparison
- Allegra said that we will do a comparison and that in the scope we have set 500 entries as goal, keeping us on track. Believes that influencers will help increase and we will provide comparisons
- Amber reminded committee that it is a slightly different campaign and to keep in mind for comparison.
- Amber sent out photo contest assets and reminded committee to share

Action Items

A. Discuss & Possibly Approve Touch Lake Tahoe Influencer--

- Amber talked about the email-approved Chris Burkard influencer that JT was able to bring. Chris came out for Alpenglow discussion but was unable to do the influencer as planned because his family fell ill, but he is interested in continuing to work with us another time.
- JT talked about his willingness to come back with his family. We would need to identify time frame.
- Amber asked if we would need to provide transportation back because he was affordable in the original agreement due to his prior commitment to being in the area.
- JT said he would talk to him to find out about travel and to see about March as a timeline.
- Amber talked about itinerary put together to original plan and let committee know that she would share itineraries and receive suggestions from committee on upcoming itineraries.

- Amber talked about a second influencer suggestion from JT, Nick and Laura Visconti. She shared with the committee the concerns from Allegra's team who's concern was that while they have a large audience and great reach but that their con is that their average post engagement is 1.3 compared to Hanna Thorton whose was 18.3
- JT mentioned that they did a similar campaign with Tahoe South
- Lisa mentioned that she has worked with both Nick & Laura as well as Hannah and just felt like they got a little more from Hannah
- Caroline and Amber discussed that Chris would be steered toward family while the other would be more toward adventure.
- JT mentioned later in the meeting that Chris had confirmed with him that he would be willing to provide his own transportation.

MOTION to approve Chris Burkard as social media influencer for family and Hanna Thorton toward adventure

M/S/C Caroline – Jessi 8/0/0

B. Discuss & Possibly Approve Canvas Ad

- Mobile app was reviewed by committee on their mobile phones
- Joy brought up that she was concerned about the wording "discover the secrets of Tahoe in the winter" wondering if that is the right message and if the text could be improved but liked the visuals.
-

MOTION to approve canvas ad

M/S/C Caroline – Joy 8/0/0

C. Shop Local Holiday Winner Drawings & Card Delegation – Natalie (15 Mins)

- Natalie talked about prize, kept similar to last year with slight increase on budget
- Natalie and Caroline agreed to work together to find a dining gift certificates to put prize over \$2000.
- Steve agreed to donate wine to be put into the hotel room.
- Natalie will bring results and final budget to next meeting

Adjournment at 4:22 p.m.

- Shop Local Holiday winners drawn after adjournment
 - GRAND – Selina Lopez
 - CASH – Craig Werner

**Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
Touch Lake Tahoe Campaign (November 2017 - April 2018)**

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign			October		
Map & Webpage Updates	\$800	\$800		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Itinerary Series (2)	\$1,200	\$1,200		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad Design	\$800	\$800		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad	\$2,500	\$2,500		November	10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$1,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Management	\$3,400	\$3,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Advertising	\$4,205	\$4,205		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Contest Prizes	\$1,000	\$120		February	Treotop Adventure
Project Management	\$5,400	\$5,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Total Spend	\$20,705	\$19,825			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November	December	12/6 check received
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,705	\$19,825
Remaining Budget	\$1,295	\$1,175

Month	Forecast	Actual
October	\$0	=

Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
Shop Campaign (July 2016 - June 2017, December 2016)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,404	\$4,921			
Contest Card Printing	\$1,200	\$1,224	November	November	Paid invoice via check request
Creative Graphics	\$140	\$150	November	November	Paid invoice via check request
Stickers	\$400	\$167	October	October	Paid via CC
Website Management	\$400	\$396	October	October	Paid for 2017 Contest in June 2016 (16.17 Fiscal)
Contest Advertising	\$1,564	\$1,390	November	November	
Tahoe Weekly	\$480	\$450	January	January	Paid invoice via CC - received check for \$150 so now have credit - asked to refund CC.
Moonshine Ink	\$594	\$430	January	February	Paid via CC
Sierra Sun	\$315	\$360	January	January	Paid invoice via Check request
KRTE Radio	\$175	\$150	January	February	Paid via CC
Stavacation Grand Prize	\$1,200	\$1,095	January	Jan/Feb	
Cash Prize	\$500	\$500	January	January	Paid via check request
Year Rounds Shop Local	\$9,600	\$1,117			
TAA Campaign Project Management	\$1,400	\$233	August	February	1/6: Invoice #5594
TAA Social Media Management	\$1,400	\$233		February	1/6: Invoice #5594
1 Shopping Post/Month on all channels	\$500		August	August	
Development, Launch & Maint Ad Campaign	\$900		October	October	
TAA Social Media Advertising	\$3,000	\$500		February	Invoice #5594
January	\$500	\$500	February	February	
February	\$500		March	March	
March	\$500		April	April	
April	\$500		May	May	
May	\$500		June	June	
June	\$500		June	June	
Photo Shoot	\$3,800		November	June	2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Model Fees - Summer Shoot		\$150		October	Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Total Spend	\$15,004	\$6,038			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Truckee	\$1,000		November		
Total Revenue	\$1,000	\$0			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$15,004	\$6,038
Remaining Budget	\$5,996	\$13,962

Month	Forecast	Actual
August	\$1,900	\$233
October	\$1,700	\$563
November	\$6,704	\$2,764
December	\$0	\$0
January	\$4,700	\$2,095
April	\$500	\$0
Total	\$15,504	\$5,655

Shopping Video Series - Quote Comparisons

Company	Contact	Pre-Production	Production	Post-Production	Raw Footage	Overhead	Total
The Abbi Agency	Allegra Demerjian						\$5,400
Rotor Collective	Ryan Fitzhenry	\$450	\$3,000	\$1,800	\$2,550	\$0	\$7,800
Generikal Design	Chris Bartkowski	\$0	\$1,475	\$840	\$0	\$0	\$2,315
Varient3	Justin Majeczky	\$250	\$1,590	\$2,400	\$0	\$0	\$4,240
Wineram Productions	Colin West	\$1,000	\$1,930	\$1,000	\$400	\$670	\$5,000

3. Project Budget

Pre-Production (Pre-Production @ \$50/hr)	Hours	Total
Shoot Planning / Logistics / Scripting / Storyboarding / Shot lists / determining process in creating their craft (3 hr per video)	9	\$450
Pre-Production Total	9	\$450

Production (Video Production @ \$1,000 per 4 hour shoot)	Shoots	Total
4 Hour on location mixed ground & aerial video shoot (2 person video team / 1 location)	3	\$3,000
Production Total	3	\$3,000

Post-Production (Post-Production / Video Editing / Color Correction @ \$600/day)	Days	Total
1 min - Local Brand / Craftsmen Video Segment	1	\$600
1 min - Local Brand / Craftsmen Video Segment	1	\$600
1 min - Local Brand / Craftsmen Video Segment	1	\$600
Post-Production Total	3	\$1,800

Add-ons	Total
Social Media Edits - :20 sec video cutdown edits (3 pack)	\$600
Additional Ground Video Shoot (2 hour shoot)	\$450
Additional Aerial Video Shoot (2 hour shoot)	\$800
RAW footage delivered on hard drive (+ hard drive cost)	\$2,550

Pre-Production	TOTAL	\$450
Production	TOTAL	\$3,000
Post Production	TOTAL	\$1,800
	GRAND TOTAL	\$5,250

GENERIKAL DESIGN

Generikal@gmail.com
Generikal.com



ESTIMATE

ADDRESS

amber@gotahoenorth.com

ESTIMATE # 1037

DATE 01/11/2018

EXPIRATION DATE 01/31/2018

ACTIVITY	QTY	RATE	AMOUNT
Video Production - Full Day North Lake Tahoe Shopping	1	900.00	900.00
Video Production - Half Day North Lake Tahoe Shopping	1	500.00	500.00
Video Editing, Color Correction, Delivery North Lake Tahoe Shopping Edits. 3 Total Videos.	8	105.00	840.00
Expenses - Misc Music Licensing	3	25.00	75.00
Creative Services Full Rights to content (included!)	1	0.00	0.00

Project Description: A series of 3 videos will be developed to highlight unique local offerings, taking a behind-the scenes look at these shopping opportunities. All videos will aim to drive overall interest in shopping around North Lake Tahoe, and will drive users back to the shopping map.

TOTAL

\$2,315.00

Accepted By

Accepted Date

FREELANCE PROPOSAL

Proposal Number: 262

Proposal Date: 01/12/18

Service Provider:

Name:	Justin Majeczky
Address:	1315 Rocky Vista Ct Reno, NV 89521
Phone:	717-339-7534
Email:	justinmajeczky@varient3.com

Client:

Company:	North Lake Tahoe Resort Association
Name:	Amber Burke
Location:	North Lake Tahoe

Varient3 will work alongside North Lake Tahoe to create three video stories around three shopping topics – local artisans, knowledge of local staff, and varied shopping districts. All videos will aim to drive overall interest in shopping around North Lake Tahoe, and will drive users back to the shopping map.

Service:

Date:	Description:	Hours:	Quantity	Rate:	Amount:
	Pre Production – Storyboarding, scheduling etc.	5		\$50.00/ hr	\$250.00
	Shooting		1.5 days	\$1000.00/ day	\$1,500.00
	Editing	24		\$100.00 / hr	\$2,400.00
	Music license		3	~30.00 / song	\$90.00

Estimate : \$4,240.00

Thank you for your support. I hope to work together soon!

CANTED ANGLE PRODUCTIONS LLC

STATEMENT OF WORK - QUOTE

S.O.W. QUOTE

PHONE: +1 (530) 562-7131

EMAIL:
COLINWEST@WINERAM.COM

MAILING ADDRESS:
PO BOX 385
TAHOE CITY, CA 96145

Attention:

Amber Whitman Burke

North Lake Tahoe Resort Association

Project Title:

North Lake Tahoe Video Series - 1.5 day Shoot

Specific Description:

A series of 3 x 60-second videos developed to highlight unique local offerings (local artisans, knowledge of local staff, and varied shopping districts), taking a behind-the-scenes look at these shopping opportunities. All videos will aim to drive overall interest in shopping around North Lake Tahoe, and will drive users back to the shopping map.

PRODUCTION COSTS:

Drawn up specifically for job description.

PRE PRODUCTION

1 x Director Rate - Creative Dev of Scripts, Treatments & Shot Lists (Script Development, Creative Treatment, Scope, and Quality / Aesthetic Estimated 1-2 Weeks)	\$500.00
1 x Project Management & Coordination (Producing segments, hosts, talent interviews, timetables, managing production communication. logistics, accommodations, contract negotiations and organizing distribution meetings. Estimated 1-2 weeks)	\$500.00

PRODUCTION

1.5 x Director/Producer Day Rate of \$400.00	\$600.00
1.5 x DP Day Rate of \$400.00	\$600.00
1.5 x PA/Sound Day Rate of \$200.00	\$300.00

POST PRODUCTION

1 x Post Production Supervisor Rate (Rate for project Manages timeline and deadlines for development in post. Estimated 2 weeks)	\$500.00
1 x Post Production Project Editor Rate (Rate for project. Estimated 2 weeks)	\$500.00

EXPENSES

Music budget/licensing	\$100.00
1 x Transportation Expenses (Gas, other transport expenses) (IRS Mileage Reimbursement Rate for driving around NLT).	\$150.00
1.5 x Per Diem & Craft Expenses (Food for each day for each crew member. \$40/day x 2 days - shoot day and travel)	\$180.00
2 x Set of Two 8 TB Hard Drives for Production (One security back up for safety of footage and one to store primary footage)	\$400.00

CURRENT SUBTOTAL: **\$4,330.00 USD**

1 x 30% Production Company Overhead

\$1,299 USD

(Our standard overhead fee that we charged for every production since our company was started years ago. This helps WINERAM Productions cover our 45% tax rate (federal + state) we pay in the USA, this gives us a % in return when using our cashflow to cover expenses, this helps WINERAM Productions cover annual equipment insurance, pay for our company office rent & overhead, this gives return for overall management of this specific production & the bookings of each expense, we also use the overhead to pay off the equipment that we bought instead of charging rentals as many companies do. Overall the 30% is our standard company overhead that is charged on every film production our company does).

TOTAL:

\$5,629.00 USD

FIRST TIME DISCOUNT TO MEET PRE-STATED BUDGET

- \$629.00 USD

\$5,000.00 USD

(This is the most accurate quote and expenses quote possible. Any expenses that go over this amount will be recalculated after production and re totaled in the final invoice. Changes in expenses only pertain to things outside of our control such as gasoline, food costs, etc - these do not pertain to our day rates or project rates directly in line with the production of this video and our fees which we will always stand behind in this quote)



Discussion & Strategy A-1

January #TouchLakeTahoe Photo Contest

Impressions: 177,150

Likes: 14,742

Comments: 93

Entries: 196

Next Steps: Select winner, begin weekly prompts

Discussion & Strategy A-2

Canvas Ad - January Performance

Impressions: 44,967

Shares: 34

Comments: 18

Reactions: 255

Discussion & Strategy A-3

Update on Influencers:

HannahBrie: Still in follow-up mode to confirm participation for February; if no movement by Feb. 12, will move to next option

Chris Burkard: Seems promising for March, working to finalize dates

Local Influencers: 4 adventure influencers have agreed to simultaneously do a takeover for this campaign (at no additional cost). Their combined audience reaches over 41,000 individuals with an average engagement rate of 30%. These influencers would be contributing the following:

1 Instagram Story (8-10 posts total) on North Lake Tahoe's Instagram page promoting #TouchLakeTahoe. This story would feature lakeside beauty along with lakeside businesses (i.e. Great places to eat before heading down to the water).

1-2 photos across each of the 4 influencer's Instagram feeds. Each individual post would feature the beauty of lakeside during the winter.

Cassie De Pecol: [Cassie](#) will be in North Lake Tahoe during the month of February and reached out interested in partnering with us. With her large following and good engagement, she might want to be someone we look at utilizing in case Chris or Hannah fall through