



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, January 14th, 2016 – 3:00pm
Tahoe City Visitor Information 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

<p>Business Association and Chamber Collaborative Members NLTRA Board: <i>Adam Wilson</i></p> <p>Committee Members: <i>Caroline Ross, Chair</i> <i>Squaw Valley Business Assoc.</i> Stephen Lamb <i>PlumpJack Inn</i> Stacie Lyans <i>Tahoe City Downtown Assoc</i> Jaclyn Woznicki <i>Trunk Show</i> Rob Weston <i>West Shore Assoc.</i> Lisa Nigon <i>West Shore Café</i> Brad Perry <i>Incline Community Business Assoc.</i> Blane Johnson <i>Sun Bear Realty</i> Amber Burke <i>Northstar California</i> Cody Hanson <i>Northstar California</i> Joy Doyle <i>North Tahoe Business Assoc.</i> Ginger Karl <i>NLTRA</i> County Representative Christopher Perry Quorum <i>Majority including 1 NLTRA Board Director</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>To call in: Dial (605) 475-3220 Enter Participant code: 547298#</p> <p>A. Call to Order - Establish Quorum</p> <p>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)</p> <p>C. Agenda Amendments and Approval-MOTION</p> <p>D. Approval of the Meeting Minutes-MOTION</p> <ul style="list-style-type: none"> December 10th, 2015 (pg. 1) <p>E. Touch the Lake Update with The Abbi Agency</p> <ul style="list-style-type: none"> Marissa Cox-New Rep (pg. 4) <p>F. BACC/Marketing Committee Calendar w BACC Year Round Calendar (pg. 15)</p> <p>G. TCDA Representative Replacement Discussion-Stacie Lyans</p> <p>H. Shop Local Holiday Contest -Checklist Update -Partner Results Submitted</p> <p>I. Marketing Grant Presentation-North Tahoe Business Association (pg. 17)</p> <p>J. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)</p> <p>K. Adjournment</p>
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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES
Thursday, December 10, 2015 – 2:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stacie Lyans, Joy Doyle, Amber Burke (via-phone), Chris Perry, Cody Hanson (via-phone), and Ginger Karl

NOT PRESENT: Jaclyn Woznicki, Rob Weston, Blane Johnson, Lisa Nigon, Brad Perry, and Stephen Lamb

STAFF IN ATTENDANCE: Valerie Lomeli, JT Thompson, and Sandy Evans-Hall

OTHERS IN ATTENDANCE: Allegra Demerjian from The Abbi Agency (via-phone)

- 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.
- C. Agenda Amendments and Approval-**MOTION**

M/S/C (Stacie Lyans/Adam Wilson) (5/0/0) motion to approve agenda amendments

- D. Approval of the Meeting Minutes-**MOTION**
 - i. November 12th, 2015

M/S/C (Stacie Lyans/Adam Wilson) (5/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from November 12th, 2015

- E. Touch the Lake Update & Discussion-The Abbi Agency (pg. 4)
 - Allegra Demerjian, with the Abby Agency reviewed the Touch the Lake update. Few items of discussion included:
 - Content would include: list of businesses developed and refined, blog post itineraries in development, and map copy for business features and website landing page in development.
 - Design would include: map graphic in development, lake thumbprint stencil/logo refinement in development, Getaway Reno Tahoe print ad, and rack card.
 - Five scavenger hunts will be held on five different days with five different \$100 prizes from the list of businesses provided.
 - Discussion from Committee on what businesses will be chosen within the communities.
 - Discussion from Committee who/what businesses should be included on the map and should they need to pay to play
 - Committee suggested highlighting the different districts instead of highlighting the businesses in the districts. The businesses will be highlighted within each community's page, instead of listing all Chamber businesses on the map. Find another way to list all Chamber member businesses.
 - Discussion on sharing the "secrets" of each district in the photo.

- Discussion on how to hide the gift certificate/cards: blue Tiffany's box (larger), large box that is durable to weather conditions.
- Discussion on starting this program during peak weeks to target to Tourists/Visitors.
- Teasers, blog post, and highlighting locations (Après)

Action for Ginger: to work with Allegra with the information provided from the Committee to come up with a new plan.

Action for Ginger: to remove Incline Village and Crystal Bay from the list unless an agreement is reached for these 2 communities to "pay to play". Ginger will reach out to the Co-Op if they'd like to participate in the program.

Action for Stacie and Joy: to provide a list of businesses they'd like to feature on the Touch Lake Tahoe map for their respective communities.

F. BACC/Marketing Committee Discussion w BACC Year Round Calendar: 51:00mins

- No Committee comments

G. Special Event Grant Dates 2016 - September 21 & 22

- Wednesday, September 21st at 8:30am grant presentations.
 - Each presentation has 20 minutes: 10 minutes to present, 5 minutes for questions, and 5 minutes for Committee to comment and discuss during presentation transitions.
 - Committee will have a 5 minute breaks between presentations.
 - The meeting will begin at 8:30am for discussion and then presentations will begin at 9:00am.
- Thursday, September 22nd at 1:00 pm
 - Will be a tentative meeting to designate funds accordingly.

H. Marketing Grant Presentation Schedule

- January 14th -North Tahoe Business Association
- February 11th -Tahoe City Downtown Association
- March 10th -Northstar
- April 14th -West Shore Association

I. Shop Local Holiday Contest

- Checklist Update for Holiday Contest
 - Ginger informed the Committee that they will need to pick-up Holiday cards from the participating businesses and tally the results.
- Etsy/Pinterest/Facebook Shop-Shop Local Stickers/Merchandise Sales Follow Up
 - There is a charge for Etsy and is not worth uploading product with the extra fees Etsy is charging.
 - Ginger will provide an update at the next meeting of the pricing for Pinterest and Facebook Shop.
- Hospitality Holidays Feedback-Coupon/Discount/Incentive
 - Goal: Increase attendance and vendor sales at the event.
 - Moving the Hospitality Holidays program into a weekend. Starting Friday night into a Saturday all day event. Then could host kick-off party as in the past on Friday night with band or music.
 - It had been mentioned that a coupon/discount/incentive from each vendor be offered to encourage people to shop at the event versus other shopping outlets/store fronts regularly provided.
 - Committee highly suggested on changing the event name such as Craft Market or Mart so that people understand what the event is offering to consumers.
 - JT suggested on providing a Lake Tahoe package to help keep tourists and locals in Tahoe for the shopping weekend.

Action for Committee: to pick-up all holiday cards from their businesses in their district and have them tallied before the next meeting.

Action for Ginger: to provide results of data that should be tallied from the committee from the Shop Local Holiday cards-look at past years tally results for the program and communicate the results required from the Committee members collecting cards.

Action for Ginger: to look into Facebook and Pinterest for pricing for the Shop Local stickers and merchandise to be sold.

J. Committee Member Reports/Updates from Community Partners

- Ginger Karl with the North Lake Tahoe Chamber has the following upcoming events: Winter Recreation at Moe's Original BBQ on December 15th.
- Joy Doyle with the North Tahoe Business Association will be promoting their Holiday shopping deals in Kings beach.
- Stacie Lyans with the Tahoe City Downtown Association will be providing a gift giving guide, December 31st.
- Amber Burke with Northstar California has the following upcoming events: Noel Nights on Thursday, December 10th. Northern Lights Festival on Saturday December 12th. Friday, December 18th dinner series.

K. Adjournment at 3:10 pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



Touch Lake Tahoe December 2015 Recap

Design

Development

Implementation



General Campaign Coordination

Items coordinated and completed by The Abbi Agency in December:

- **Content**
 - List of businesses for scavenger hunt developed and refined
 - Blog post itineraries compiled and ready for publication
 - Map copy for business features and website landing page in complete
- **Design**
 - Map graphic complete
 - Lake Thumbprint stencil/logo refinement in complete
 - Getaway Reno Tahoe print ad purchased
 - Rack card design approved and ordered



General Campaign Coordination

Items coordinated and completed by The Abbi Agency in December:

- **Photography**
 - Ambera's work on the project is complete and photos have been uploaded to gallery and selected for use on interactive map and social media campaigns
- **Media Buy**
 - Getaway Reno Tahoe ½ page ad space has been purchased
 - Creative for ad is in development



Touch Lake Tahoe Secrets Map

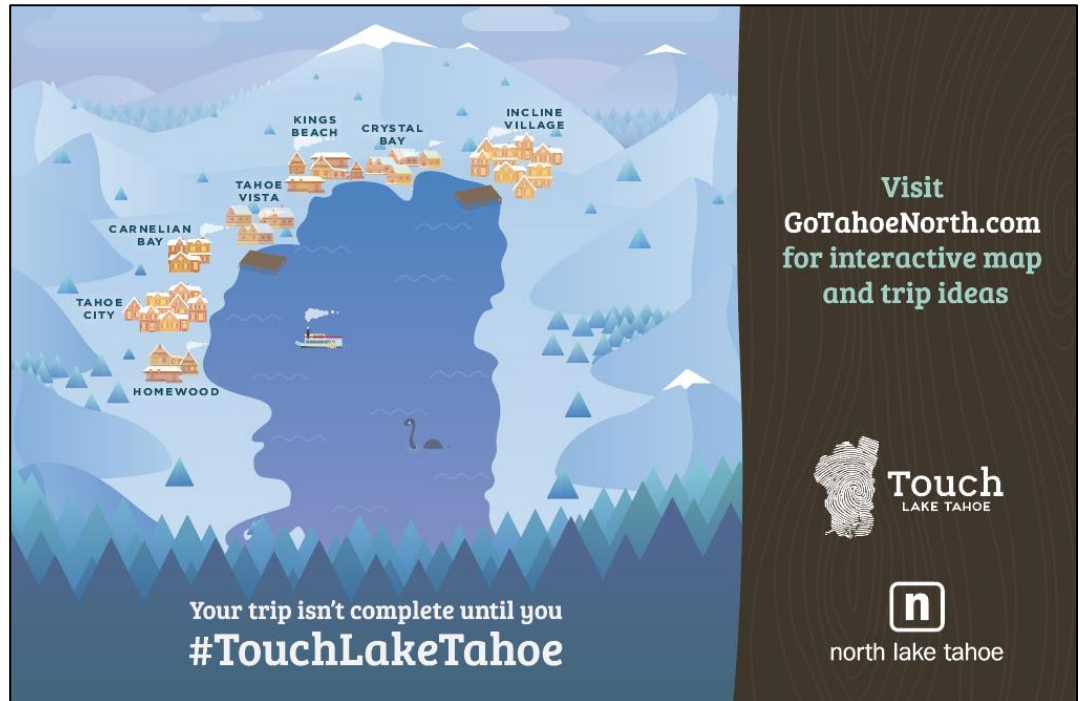
The Abbi Agency revamped all design concepts from 2015 campaign

- Designed and developed interactive map highlighting business with close proximity to the lake.
- Worked to stay consistent with overall North Lake Tahoe branding



Campaign media buy

- Coordinated, designed and placed by The Abbi Agency
- **Publication:**
Getaway Reno-Tahoe
- **Impressions:**
 - 18,000+ Reno/ Tahoe rooms
 - Will be seen by 750,000 - 1 million people during the quarter



- Developed a series of (4) four blog posts to live on the GoTahoeNorth.com blog
 - Each blog features a day trip itinerary to encourage visitors of NLT to take day trips to lakeside communities
 - Blogs are complete and ready to post in conjunction with area-specific scavenger hunt.



**NORTH LAKE TAHOE
BLOG**

Thumbprint Stickers

- Designed and developed Lake Tahoe Thumbprint sticker
- Stickers feature Lake Tahoe Thumbprint graphic and encourage users to visit the campaigns landing page
- Coordinated printing of Lake Tahoe Thumbprint stickers
- Will coordinate delivery of stickers to preselected to business



#TOUHLAKETAHOE

Touch
LAKE TAHOE

GOTAHOENORTH.COM

- Designed and developed rack card version of Touch Lake Tahoe Secrets map
- Implemented owned photography into card design
- Coordinated with local-area printer to secure production of cards

Rack Cards





Scavenger Hunt

- Worked with the BACC to select (7) seven scavenger hunt locations and to coordinate logistics and timing of each scavenger hunt.
- Scavenger hunts are scheduled as follows:
 - January 19
 - February 12
 - February 16
 - March 3
 - March 15
 - March 18
- Created blue boxes to feature prizes that will be hidden at each location
- ✈ Will secure photography to promote each individual scavenger hunt, and post with a hint on the day of each hunt



Next Steps & Ongoing Efforts

Remainder of January:

- Rack Card and sticker distribution
- Begin social media features 6x per month through North Lake Tahoe social accounts
- Launch digital ad buy through Facebook and Twitter
- Launch landing page for campaign on GoTahoeNorth.com
- Develop and send list of social media suggested posts to all participating partners
- Launch first social media scavenger hunt

February, March & April:

- Provide brief recap of campaign efforts to date
- Continue social media features
- Launch remainder of scavenger hunts
- Provide comprehensive report to recap campaign efforts (April)



Thank You

BACC Yearly Calendar DRAFT

- **Peak Your Adventure:** June - Mid-September
- **High Notes:** June – August (Aligned with Co-Op & Marketing Committees)
- **Touch the Lake:** January-March
- **Shop Local Holiday Contest:** Black Friday-Christmas Eve

January

- Touch the Lake Launch
- Shop Local Holiday Contest Reports
- Shop Local Holiday Contest Drawing for Winners
- Advertise Winners-Radio, TV, Videos, Lake Tahoe TV
- Hospitality Holidays Event Report
- High Notes Discussion and Plan

February

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- Peak Your Adventure Discussion and Plan

March

- 2016/2017 BACC Programs Grant Request to Marketing Committee for Approval
- Touch the Lake Update
- High Notes Ads & Peak Your Adventure Ads Placed

April

- Finalize "Peak Your Adventure" Campaign to launch with The Abbi Agency
- Touch the Lake Contest Ends-Wrap-Up/Re-Cap
- All Marketing Grant Request Presentations from the Business Associations Should Be Completed for Approval

May

- Deadline for all BACC Partner Marketing Grant Requests of \$10,000
- Touch the Lake Campaign vs Peak Your Adventure Comparison

June

- High Notes Launch
- Peak Your Adventure Launch
- Placer County Funding for Past Year Spent by June 30

July

- Beginning of NLTRA Fiscal Year
- High Notes Current Summer, Shop Local, Touch the Lake, Peak Your Adventures Following

Summer Funding Begins

- NLTRA Summer Guide comes out
- All funding for 2016/2017 BACC Programs available
- \$10K Marketing Grant Presentations Available to Begin Scheduling Presentations
- High Notes Update
- Peak Your Adventure Update

August

- No Meeting/Committee Update Only (?)
- High Notes Update
- Peak Your Adventure Update

September

- Shop Local Holiday Contest Discussion & Action Items
- Touch the Lake Discussion & Action Items, Ad Placement
- Peak Your Adventure Ends Mid-Month
- High Notes Ends After Labor Day
- Special Event Grant Task Force Meets for Grant Presentations-(September 21 & 22, 2016)**

October

- High Notes Wrap Up & Re-Cap (From Summer)
- Peak Your Adventure Wrap Up & Re-Cap (From Summer)
- Shop Local Holiday Contest Ad Placement
- Special Event Grants go to Marketing Committee for Approval
- Special Event Grant Presentation Dates Determined and Discussion for Following Year

November

- Shop Local Holiday Contest Launches at Thanksgiving
- Special Event Grants go to Board of Directors for Approval

December

- Shop Local Holiday Contest Ends
- NLTRA Winter Guide comes out
- Hospitality Holidays Event
- Touch the Lake-Finalize Plan

NTBA Community Marketing Partner Grant ROI Report for July 2014 – June 2015

Submitted to BACC by Joy M. Doyle on January 14, 2016

Introduction

NTBA History, Mission, Purpose, Scope

Main Street Approach – 4 focus areas:

Business Revitalization

Events, Promotions & Marketing

Community Design

Organizational / Capacity Building

Events, Promotions & Marketing goals include communications and marketing, special events, partner with others to build awareness of and draw visitors to NTBA's district.

NTBA's Internal Marketing Channels

Special Events

Kings Beach Snowfest Parade, first Saturday in March

Community Clean Up Day, first Saturday in June

July 3 Fireworks Celebration & Beach Party

Music on the Beach, Fridays June 19 - August 7

Passport to Dining, second Thursday in November

NTBA Website

Averaging 4,400 visits per month - 19% increase

Email Marketing

Send tri-weekly Enewsletters to 3400+ database

Social Media

1,429 NTBA Facebook likes

2,111 Music on the Beach Facebook likes

Public Relations

External Marketing

Special Event Marketing

Posters & Rack cards

Banners

Print advertising

Radio advertising

Lake Tahoe Visitor Network & Tahoetopia.com

Facebook advertising – post boosts and ad campaigns

Google Adwords campaigns

District / General Marketing - KBCCIP Open for Business Campaign

Marketing Channels utilized

Print advertising

Radio advertising

Lake Tahoe Visitor Network & Tahoetopia.com

Banners & Posters

Contest boxes & entry forms

We're Open You Win Contest

The contest ran for 9 weeks, July 15 and ending September 16

Over 865 entries total received – average 100 per week

Community Marketing Expenditures, July 1, 2014 – June 30, 2015

Open for Business Campaign Advertising:

Moonshine Ink - July 2014 issue	433
Tahoe Magazine - Summer 2014 issue	625
Tahoe Magazine - Summer 2015 issue	880
Official Visitors Guide – Summer 2015 issue	795
101.5 FM KTKR radio	1,000
Lake Tahoe Visitor Network / tahoetopia.com (3 quarters)	2,100
The Weekly (4 quarter page ads)	1,520
Sierra Sun & Action (2 ads)	550
Subtotal	<hr/> 7,903

Event* Advertising / Marketing:

Tahoe Magazine - Summer 2015 (MOTB ad)	565
Music on the Beach and July 3 rd posters, rack cards, banners, graphics	890
Facebook Post Boosts for July 3 rd and MOTB	392
Google Adwords Campaign for July 3 rd and MOTB	250
Subtotal	<hr/> 2,097

Total	<hr/> <hr/> 10,000
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NTBA Community Marketing Partner Grant Request for July 2015 – June 2016

Submitted to BACC by Joy M. Doyle on January 14, 2016

New & Improved Kings Beach and Summer Event Photo and Video Assets	
Photography and Videography	5,370
Event Advertising (Fall 2015)	
Moonshine Ink print ad for Passport to Dining	540
NLT Bonanza print ad for Passport to Dining	168
101.5 FM KTKE Radio advertising for Passport to Dining	200
Facebook post boosts for Passport to Dining	85
Passport to Dining posters, rack cards, banners and graphics	287
	1,280
Winter Advertising (December 2015 – March 2016)	
Moonshine Ink Shop Local in Kings Beach print ad	540
The Weekly Shop Local in Kings Beach print ad	685
Holiday Shopping Promotion flyer graphics and printing	200
Winter Video Footage (B-roll + one 15-second Instagram video)	425
Winter Photography	1,000
Facebook post boosts	250
Facebook Advertising Campaign	150
Google Adwords Campaign	100
	3,350
Total	\$10,000