



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE Thursday, October 13, 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

Business Association and Chamber Collaborative Members

NLTRA Board:

Adam Wilson

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Stephen Lamb
PlumpJack Inn*

*Stacie Lyans
Tahoe City Downtown Assoc*

*Jaclyn Woznicki
Trunk Show*

*Rob Weston
West Shore Assoc.*

*Lisa Nigon
West Shore Café*

*Brad Perry
Incline Community Business
Assoc.*

*Blane Johnson
Sun Bear Realty*

*Amber Burke
Northstar California*

*Amy Kylberg
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

*Ginger Karl
NLTRA*

County Representative
Erin Casey

Quorum

*Majority including 1 NLTRA
Board Director*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To Call in: Dial (605) 475-3220

Enter Participant code: 547298#

- 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 (Pg. 1-3)**
 - Thursday August 11th, 2016
- E. Peak Your Adventure Update (5 Mins) (**Pg. 4-14**)
- F. High Notes Discussion (10 Mins) (**Pg. 15-19**)
- G. Touch the Lake Campaign Discussion & Action Items (15 Mins)
- H. Shop Local Holiday contest Discussion & Action Items (5 Mins)
- I. Northstar Marketing Grant Request Update (5 Mins)
- J. Special Event Grants Task Force Update (5 Mins)
- K. Committee Member Reports/Updates from Community Partners (10 Minutes-2 minutes each)
- L. Adjournment



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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, August 11, 2016– 3 pm

North Lake Tahoe Visitor Center

MINUTES

ATTENDANCE: Stacie Lyans, Lisa Nigon, Amber Burke, Adam Wilson, Erin Casey, Joy Doyle, Mike Young (everyone called-in),

NOT PRESENT: Caroline Ross, Stephen Lamb, Jaclyn Woznicki, Rob Weston, Brad Perry, Blane Johnson, Amy Kylberg

OTHER IN ATTENDANCE: Connie Anderson (Abbi Agency), Nicole Duxbury (Abbi Agency), Carlynne Fejkos (Northstar)

STAFF IN ATTENDANCE: Ginger Karl, JT Thompson, Anna Atwood

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum

- Meeting was called to order at 3.03 pm.

B. Public Forum

- No public forum.

C. Agenda Amendments and Approval

- **M/S/C (Doyle/Burke) (6/0) to approve the agenda as presented.**

D. Peak Your Adventure Update

- Connie with the Abbi Agency gave an update on the Peak Your Adventure Campaign. Total post on Instagram with #TahoeView: 700. There is advertising running on social media. Prizes are given out weekly. This will continue throughout the rest of the campaign. Connie stated sometimes giving out prizes through Instagram and Facebook has been a bit challenging. Lengthy process sometimes getting a hold of the winner. Connie shared that the new photography is used for #TahoeView campaign and advertising.
- NTBA and Northstar shared they have had good responses on the on-site promotions giveaways of the sunglasses.
- One recommendations to the photography was to get more images from "top of mountains" with the views. Ginger and Amber shared it was a challenge and it was also very smoky on the lake due to forest fires in the area. Ginger also noted that they will add people of ethnicity to the photoshoot next time.

E. High Notes Update

- JT stated he is looking to have visitor's complete 1,200 intercept surveys. (20% has been completed so far.) He shared it has been a struggle to find people to do this. If you have any suggestions please forward their contact information to JT. T-shirts will be given away to the people taking the surveys. JT also gave an update on out-of-market advertising. Radio is throughout the month of August in Sacramento and Reno. (It's updated every two

weeks.) Ad buys were done in addition for TV and online advertising with Spectrum in Sacramento and also locally. This has been doing great. Amber shared Northstar were left out of the commercial. JT stated he can change it.

- High Notes posters update: TCDA: Sold about 10-15 posters, slow start, lower price point helped, they have been selling at Farmer's Market too, people don't know what High Notes is. Maybe highlight the venues on the posters, giveaways would be ok in the end. NTBA: sold about 7, overpriced, still thinks \$20 is on the high side, people still don't know what High Notes is. More important to get the poster distributed to get the name out. Staffing is a problem, there are no dedicated person. (Same problem with TCDA and Northstar.)
- Ginger stated moving forward there is a need to work closely with the music venues to make sure the High Notes message is incorporated in their messaging.
- Erin shared people don't know the brand. Locals don't make the connections between the free music and the High Notes Campaign. Maybe use the posters as a more promotional item to market the free music.

Action to JT: Find out why Northstar was not included in commercial and add them.

Action to Ginger: Share the results from the radio station with the committee members.

F. Shopping Campaign Update w. Final Shop Local Video

- Ginger questioned if there were any more comments on the final shop local video? Joy feels Kings Beach is not featured. This goes to the Marketing Committee for review and then the Board of Directors. The shopping campaign will be on the agenda for discussion in September.

G. Northstar Marketing Grant Request Update

- Carlyne presented that they would like to use the \$10,000 grant funding for a new idea this year. She stated there isn't enough timely, relevant content for the Northstar magazine that was done in the past. It will be an interactive kids, family activity book that would be educational and very engaging. It would include fun facts "How to build your own s'mores", leaning sections, family skiing activity etc. It would be printed on recycled paper and have a possible pre-paid postcard on the back.
- Joy questioned how that would help market Northstar and North Lake Tahoe. Northstar will do some work on this and give the committee and update in September.

Action to Ginger: Add Northstar Marketing Grant Request Update to the September agenda.

H. Special Event Grants Update & Task Force Request

- Ginger stated the Special Event presentations to the Task Force is scheduled for Wednesday, September 21, 2016 with a follow up meeting on Thursday, September 22nd. The application deadline is Friday, September 9th. Ginger shared it's been posted to our website. Erin Casey and Amber Burke volunteer to sit on the Task Force.

Action to JT: add Special Event Grant representation on the Marketing Committee agenda.

I. Committee Member Reports/Updates from Community Partners

- Northstar: Tahoe Stars Tours (Every Thur, Fri and Sat evening through September 3), Mountain Kids Cook-Off (Sunday, August 21st), Autumn Food and Wine (September 10 & 11), Labor Day Tent Sale
- Homewood: Lake Tahoe Concours d'Elegance Boat Show (Aug 12 & 13), Craft Beer & Food (Aug 28)
- Kings Beach: Ta-Hoe Nalu (Aug 12-14) with no concert on Friday. 3 more concert this summer.

- **Tahoe City: 4 concerts left – ends on Labor Day Weekend, Labor Day Tent Sales, Oktoberfest – Gatekeepers Museum on Oct 1st.**

J. Adjournment – meeting adjourned at 4.05 pm.

Submitted By:
Anna Atwood
Executive Assistant
NLT Chamber/CVB/Resort Association



BACC: PEAK YOUR ADVENTURE CAMPAIGN RECAP 2016



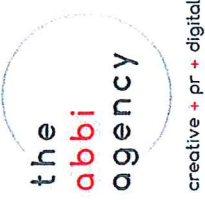
OVERVIEW

Goal: Drive in-market visitor traffic to the mountain resorts this summer

Strategy: Partner with resorts around the lake by providing social followers with a summer itinerary and places to capture the perfect Lake Tahoe view. Collect user-generated content by setting up photo op spots around the properties.

Campaign Objectives:

- Encourage engagement with mountainside communities between the months of June and September
- Encourage digital exploration of the Tahoe Views online via social media and the website.



2016 RESULTS BY THE NUMBERS

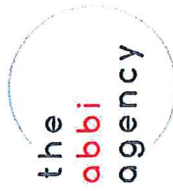
#TahoeView Hashtag Uses: 902

Photo Entries: 612

Social Media Campaign Engagements: 51,029

Social Media Campaign Reach: 73,067

Advertising Impressions: 65,000



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TACTICS

- Photography
 - Two half days of shooting completed at Northstar and Squaw Valley
- Social Graphics
 - 12 produced
- Photo Contest
 - Ran for two months
 - Gave away eight Tahoe Timber sunglasses
- Rack Cards
 - 1,000 distributed
- #TahoeView Sunglasses
 - 2,000 distributed
- Selfie Stations
 - Two created and placed. One placed at Northstar. One placed at Squaw Valley.
- High Notes promotion
 - Printed 4 retractable banners with #TahoeView for display at High Notes concert





TACTICS, CONT.

PEAKYOURADVENTURE

Whether you choose to hike, bike or just take in the view, North Lake Tahoe is sharing its secret spots for epic views with you. Peak your adventure in North Lake Tahoe and experience the roar of hidden waterfalls, way of wildflower-filled meadows, whisper of pine needles in the breeze, and magnetic pull of mountain peaks.

When you get out and explore, show us your secret spot. Even easier: Snap the Peak Your Adventure selfie station in the villages of Northstar California and Squaw Valley | Alpine Meadows for a picture worth the peak.



Snap a picture

Post it with the tag **#TahoeView** for a chance to win a pair of Tahoe Timber Sunglasses or a North Lake Tahoe Activity package

North Lake Tahoe Activity package

PEAKYOURADVENTURE



North Lake Tahoe has gathered some of its favorite **#TahoeViews**. Follow, find more inspiration at www.gorabbi.com, and share your own with #TahoeView on Facebook and Instagram.

Biking Squaw Meadows

Start your leisurely journey in Squaw Valley and ride East on Squaw Valley Road to connect with the bike path, which runs parallel to Squaw Creek and the stunning alpine meadows. The meadow is home to a variety of wildlife with hawks and eagles often visible in the sky. A blue tide at dusk illuminates the valley with purple and pink shades of alpenglow as the last light of day sweeps the mountain peaks.



Hiking Sunset Loop

For an immersive Northstar California hiking experience start at the top of the Tahoe Zephyr chair lift follow the signs for the Sunset trail head. The Sunset trail traverses the West ridge of Northstar, but the best views lie atop of 8,670-foot Mount Pluto. Stand here and towel your head to look north across the Mantis Valley, then keep turning east to gaze across Lake Tahoe.

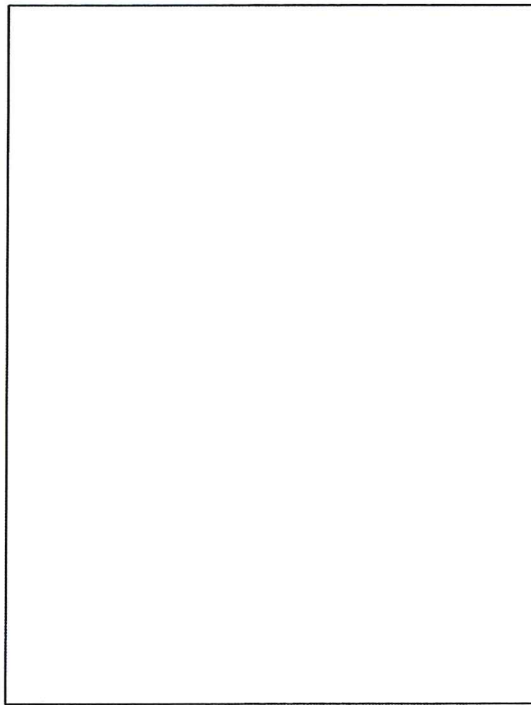
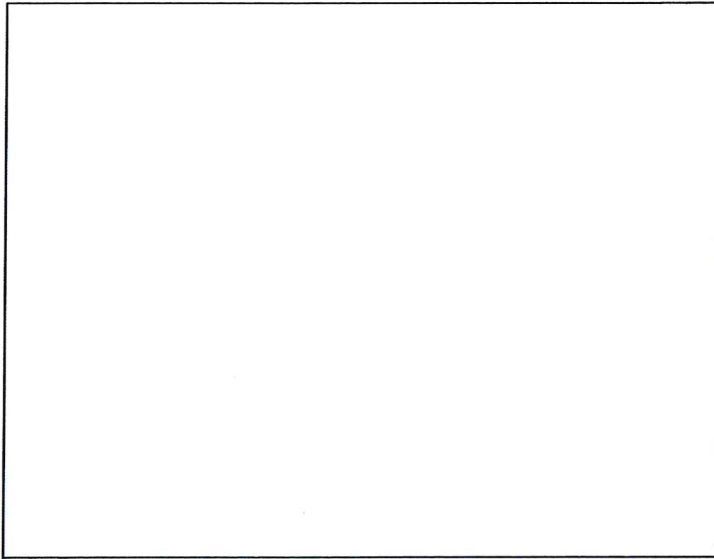


 north lake tahoe [gorabbi.com](https://www.gorabbi.com)



SOCIAL MEDIA ENGAGEMENT

- Total #TahoeView Hashtag Uses Across Social Media: 902
- Photo Entries: 590
- Social Media Campaign Engagements: 51,029
- Social Media Campaign Reach: 73,067





RESULTS BY CHANNEL

Facebook Data

- Paid Campaign Impressions: 45,964
- Total Impressions: 80,024
- Likes Gained During Campaign: 609
- Total Engagement (shares and likes): 2,929

Twitter Data

- Campaign Impressions: 53,256
- Campaign Engagements: 1,098
- New Followers: 682
- Link Clicks: 1,206
- Total Mentions: 286

Instagram Data

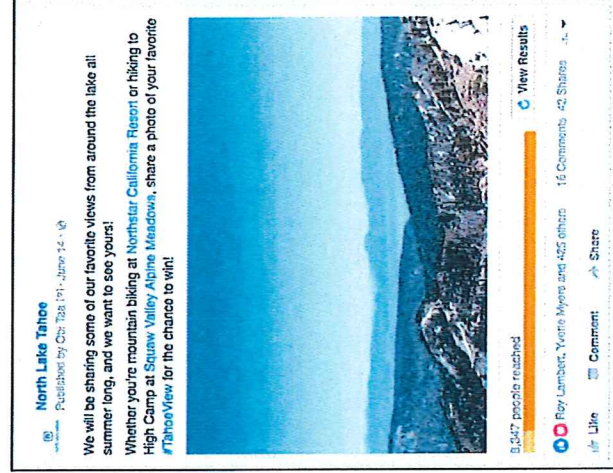
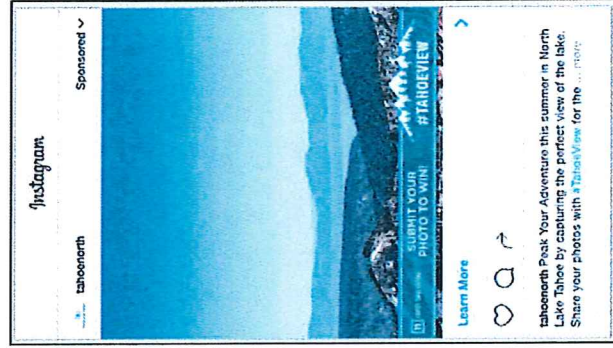
- Total Campaign Likes: 49,931
- Total Photos with #TahoeView: 34
- New Followers: 5,492



SOCIAL MEDIA ADS

Ongoing Facebook & Instagram Promotion

- Total reach: 45,964
- Engagements: 3,925
- Link Clicks: 351
- Dates of Promotion: June 15 – September 15
- Social advertising budget: \$1,000

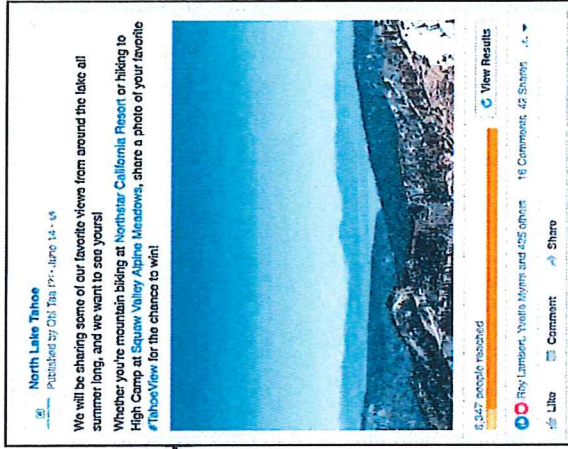




POST HIGHLIGHTS

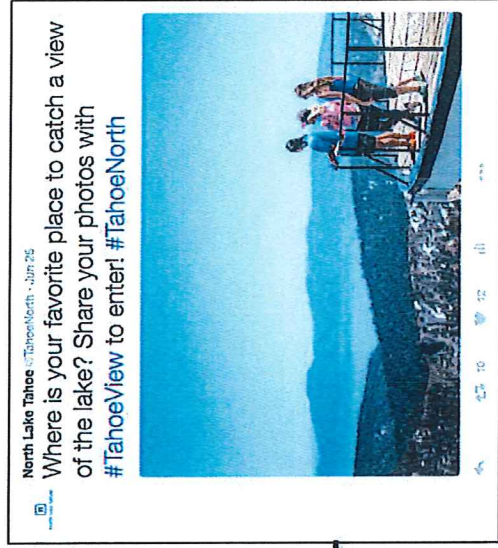
Facebook Post, June 14

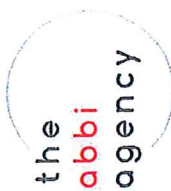
- Reach: 8,347
- Reactions: 452
- Comments: 18
- Shares: 42



Tweet, June 25

- Reach: 2,787
- Retweets: 10
- Link Clicks: 2





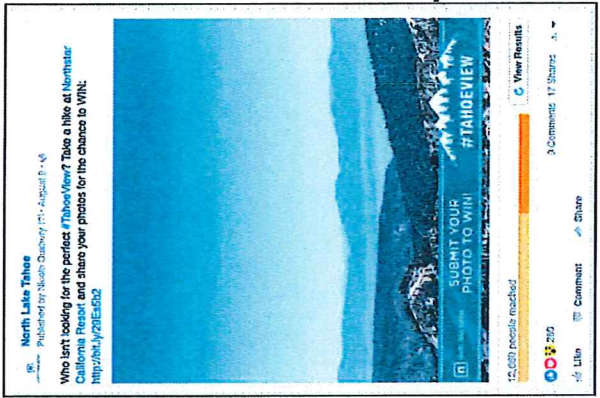
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POST HIGHLIGHTS



Instagram Post, August 14

- Reach: 36,00
- Likes: 1.7k
- Comments: 5



Facebook Post, August 9

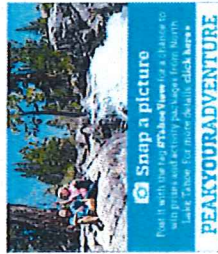
- Reach: 12,660
- Reactions: 305
- Comments: 10
- Shares: 19



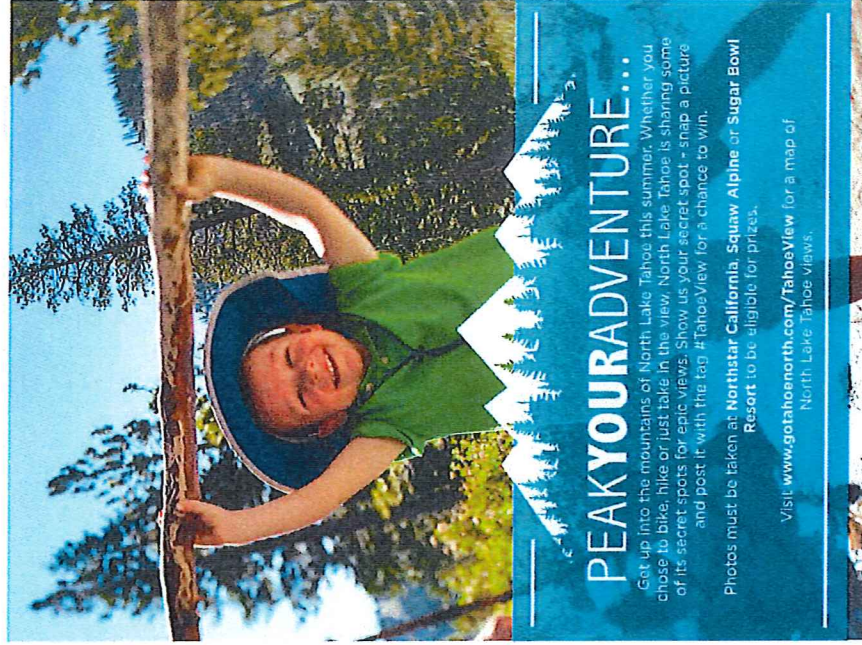
MEDIA BUYS

- North Lake Tahoe Visitors Guide
- Tahoe.com and LakeTahoeThisWeek.com
 - Total Impressions: 20,252
 - Total Clicks: 20
 - Click through rate: 0.19%

Animated Banner (LakeTahoeThisWeek.com)



Roll-Over Side Banner (Tahoe.com)



Music Award Posts			
Date	People Reached	Reactions, Comments, & Shares	Post Clicks
6/12/2016	4,142	78	70
6/14/2016	70	2	1
6/16/2016	1,221	5	6
6/17/2016	166	9	4
6/18/2016	16	3	0
6/19/2016	20	3	0
6/21/2016	28	1	2
6/22/2016	26	1	0
6/23/2016	17	1	0
6/24/2016	665	61	142
6/24/2016	26	1	0
6/25/2016	25	1	0
6/27/2016	54	0	1
6/29/2016	99	10	7
6/30/2016	2,880	8	56
7/5/2016	2,196	2	9
7/8/2016	61	2	2
7/12/2016	2,190	132	176
7/14/2016	106	1	1
7/18/2016	128	4	2
7/19/2016	1,489	29	28
7/21/2016	298	7	32
7/21/2016	93	0	2
7/22/2016	1,830	7	26
7/23/2016	77	0	3
7/24/2016	67	1	0
7/25/2016	140	1	6
7/25/2016	82	1	3
7/26/2016	1,424	27	33
7/26/2016	293	6	8
7/27/2016	96	2	4
7/27/2016	1,584	9	15
7/29/2016	1,541	1	5
8/1/2016	253	2	8
8/2/2016	2,434	7	13
8/7/2016	126	1	0
8/8/2016	82	1	1
8/8/2016	1,885	0	5
8/9/2016	1,578	59	70
8/9/2016	2,294	1	19
8/16/2016	2,216	48	75
8/21/2016	342	2	17

8/23/2016	2,167	55	100
8/30/2016	693	47	54
9/1/2016	353	0	6
9/6/2016	175	0	1
9/7/2016	3,032	162	230
9/12/2016	1,554	69	102
9/14/2016	1,262	85	87
9/15/2016	1,772	12	18
9/15/2016	1,626	2	11
9/16/2016	190	1	5
9/16/2016	1,599	25	43
9/17/2016	188	1	2
9/17/2016	271	2	6
9/18/2016	247	0	3
9/18/2016	335	0	3
9/19/2016	218	3	38
9/20/2016	6,766	696	539
Total	56,808	1697	2100

Venue Focused Posts				
Date	People Reached	Reactions, Comments, & Shares	Post Clicks	Notes
6/26/2016	1,124	0	6	Northstar Post
6/28/2016	1,753	4	8	Bluesdays Post
7/1/2016	20,841	503	3591	Truckee Thursdays Post
7/6/2016	475	12	46	Music in the Park Post
7/7/2016	589	12	39	Truckee Thursdays Post
7/10/2016	1,495	1	3	Concerts at Commons Beach Post
7/16/2016	1,842	4	245	Music on the Beach Post
8/2/2016	1,744	7	23	Bluesdays Post
8/16/2016	1,526	0	5	Bluesdays Post
8/19/2016	1,915	7	26	Music on the Beach Post
8/30/2016	272	5	18	Bluesdays Post
Total	33,576	555	4010	



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North Lake Tahoe High Notes 2016 Recap

Social Media Advertising (via NLTRA)

Total Budget:

- \$300 boosting all High Notes posts
- \$300 advertising the videos on Facebook ([Video 1](#), [Video 2](#), [Video 3](#))
- \$400 carousel ads

Target Audience:

- People with music and travel interests along I-80 corridor from San Francisco through Auburn

Total Results:

- 63,696 total reach
- 2,131 total link clicks

Breakdown by Platform:

- 62.1k Facebook reach
- 2.1k Facebook link clicks
- 10 Instagram reach
- 0 Instagram link clicks

Charter Spectrum Digital and TV advertising (via NLTRA)

Total Budget:

- \$20,000 – split between TV and animated banner ads

Target Audience:

- TV commercials target Lake Tahoe and Reno audience
- Animated banner ads target Sacramento audience

Results:

- Will be provided by next meeting

Media Relations:

- Included in advertorial for UK Trade publication
- Included in September Reno Tahoe Tonight piece, August
- High Notes highlighted on Lake Tahoe News Line TV
- High Notes poster announcement featured on Tahoetopia (link: <http://tahoetopia.com/story/north-tahoe-high-notes-poster-released>) and Nevada Travel Network News



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Social Media Advertising creative:

North Lake Tahoe
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Come for the concert, stay for the setting. Experience your summer soundtrack live at North Lake Tahoe High Notes. Explore a free lineup of Reggae, Rock, Classical and Pop weekly with High Notes.

[Learn More](#) **Fridays: Music on the Beach at Kings Beach** [Learn More](#) **Saturdays: Live Music at Commons** [Learn More](#)

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See more at GOTAHOE.NORTH.COM

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[Learn More](#) **Saturdays: Live Music at Northstar California** [Learn More](#) **Sundays: Concerts at Commons Beach in Tahoe City** [Learn More](#)

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Tuesdays: Bluesdays In The Village at Squaw Valley [Learn More](#) **Fridays: Music on the Beach Kings Beach**

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Charter Animated Banner ads:

highnotes
north lake tahoe

Experience your summer soundtrack live at the Lake.

Plan your next North Lake Tahoe trip around a concert at gotahoenorth.com/highnotes

Experience your summer soundtrack live at the Lake.

highnotes
north lake tahoe

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