



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, November 10, 2016, 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:
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.*

*Amy Kylberg
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

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**
 - Thursday, October 13, 2016
- E. Touch the Lake Campaign Discussion & Action Items (15 Mins)**
- F. Shop Local Holiday contest Discussion & Action Items (30 Mins)**
- G. Committee member appointments for 2017 (10 Mins)**
- H. Committee Member Reports/Updates from Community Partners (10 Minutes-2 minutes each)**
- I. Adjournment**



north lake tahoe
Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES
Thursday, October 13, 2016– 3 pm
North Lake Tahoe Visitor Center

MINUTES

ATTENDANCE: Stacie Lyans, Caroline Ross, Joy Doyle, Adam Wilson, Lisa Nigon, Amy Kylberg – called in (Northstar),

NOT PRESENT: Stephen Lamb, Jaclyn Woznicki, Rob Weston, Brad Perry, Erin Casey

OTHER IN ATTENDANCE: Liz Bowling (Abbi Agency), Nicole Duxbury (Abbi Agency), Ty Whittaker (Abbi Agency), Carlyne Fajkos –called in (Northstar)

STAFF IN ATTENDANCE: JT Thompson, Sandy Evans Hall, Anna Atwood

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum

- Meeting was called to order at 3:07 pm.at a quorum was established.

B. Public Forum

- No public forum.

C. Agenda Amendments and Approval

- **M/S/C (Doyle/Lyans) (6/0) to approve the agenda as presented with extra time on item H. Shop Local Holiday Contest.**

D. Approval of the meeting minutes from August 11, 2016

- **M/S/C (Doyle/Lyans) (6/0) to approve the meeting minutes from August 11, 2016.**

E. Peak Your Adventure Update

Goal: Drive in-market visitor traffic to the mountain resorts this summer. Campaign Objective: Encourage engagement with mountainside communities between the months of June and September.

- Campaign dates: Mid-June to Mid-September – Duration 11 weeks.
- #TahoeView Hashtag uses: 902 and photo entries: 612
- Social Media Campaign Engagements: 51,029
- Social Media Campaign Reach: 73,067
- Advertising Impressions: 65,000
- 2,000 sunglasses with the hastag #TahoeView were distributed at different locations.

Suggestions for next year:

1. **Attach rack cards with the sunglasses**
2. **Homewood would like to participate next year**
3. **Selfie box needs a better description/explanation of what it is**

Action to Abbi Agency: 1. Check the Total Clicks on the Media Buys for Tahoe.com and LakeTahoethisWeek.com. Total clicks: 20 seems incorrect. 2. How do these numbers compare to last year?

F. High Notes Discussion

- JT shared the Facebook music post numbers. Total People reached: 56,808
- \$5000 was spent in advertising promoting the contest.
- Facebook Advertising had great success but Instagram did not. (video)
- JT reached out to the Downtown Sacramento Partnership to discuss opportunities to collaborate with them on High Notes for next summer.
- Local awareness needs to improve as message sometimes gets lost with different campaigns such as Peak Your Adventure.

Suggestions for next year:

- 1. The contest did not perform well. Maybe eliminate it next year.**
- 2. The High Notes needs to include a tag line: Summer Long Music Series**
- 3. Fridge magnets would be a great promotional item for guest vacation rentals and list out the venues: "Tuesday Bluesdays @ Squaw" as an example.**

Action to staff (JT): 1. Make sure Northstar was included in the video. 2. Collect the posters and poster stands.

G. Touch the Lake Campaign Discussion & action Items

- Liz shared this is the 3rd year of partnership with BACC on the Touch Lake Tahoe campaigns.
- Liz and Ty shared the new concept for the campaign plan including Strategy and Measurement. Strategy – Print: Distribute "Touch Lake Tahoe" maps to ski resort and other lodging properties; provide to guests upon arrival. Maps highlight lakeside locations, best places to take photos, and coupons for lakeside businesses. Social Media: Continue to build momentum with #touchlaketahoe hashtag via a photo contest that extends through winter months. Measurement: Print: Number of maps distributed + number of businesses participating in coupon request + number of coupons redeemed. Digital: Number of times hashtag was used + Number of contest entries.
- Abbi Agency handed out what the map concept would look like and a plan B. would be a digital buy. (A plan B could be executed in a short amount of time.)
- Abbi next step is to outline the distribution. Include vacation rental properties.
- A digital version will live on the website.

Comments:

- Timing is a challenge for this program to be rolled out in November. It was recommended that this doesn't start until after the holidays.
- The prize needs to be a bigger – a North Tahoe Vacation was recommended.
- There could be several ways of measuring the ROI on the coupons. It could be as simple as a spreadsheet and the numbers are collected at the end.
- Have the "orange section" of the front of the map that changed from "Local Secrets" to "Lakeside Secrets".
- Properties are always looking for "local discount or added value" to hand out to guest upon check-in.
- Include some of the recreation on the map and distance to the lake from the resorts and World Cup as inventory on the map.
- There was some discussion on who will be doing the outreach. Sandy will provide a list to the Abbi Agency and Abbi will doing the outreach and share this new program at the membership luncheon next Friday.
- Advocate for value add instead of discount. (Restriction can be added)

Action to staff (Sandy): provide a list to the Abbi Agency of businesses to contact.

Action to Abbi Agency: Outreach to businesses and outline a distribution plan.

M/S/C (Ross/Doyle) (5/0) to approve \$20,000 for the Abbi Agency to execute Touch the Lake campaign.

H. Shop Local Holiday Contest Discussion & action items

- Caroline had discussions with Sandy prior to the meeting and it is recommended that we move forward with Shop Local Holiday Contest with it being the same as last year.

- Use stickers instead of different colored pens.
- Budget: \$20,000 for Shopping with a portion to assist with the holiday contest.
- Caroline and Stacie formed a sub-committee and will meet next week regarding this contest.
- The contest prize should be a local stay.

Action to Sandy: 1. Send information to Caroline and Stacie regarding dates and other pertinent information from last year. 2. Truckee and Incline participating and paying this year? 3. Do the Business Organizations have to contribute this year?

I. Northstar Marketing Grant Request Update

- Northstar will use the BACC Marketing grant to curate a team of 8-10 diverse ambassadors with different expertise, specialties and locations. These ambassadors will each have established and engaged social audiences on different platforms. (This could include one strong blog audience, another who specialize on Instagram and another for Facebook) These ambassadors will be invited to Northstar this winter, write a piece focusing on North Lake Tahoe, publish it on their proprietary website, socialize it on their social channels as well as share the content with the new Northstar blog and other local publications.
- The focus for these ambassadors will be aligning with 4 location specific market/audiences: Sacramento, SF Bay Area, Southern California, Local (Tahoe/Reno). With the resulting content focused on influencing people with the propensity to travel to choose North Lake Tahoe as their destination. Content can feature experiences, lodging, culinary and events and can be social posts, infographics, articles etc. Measurement for success will be reported on using: 1. Social: reach, engagement, and shares 2. Content: page views and outbound links 3. Native Advertising: clicks, impressions, CTR

M/S/C (Lyans/Nigon) (5/0/1 – Wilson abstained) to approve the Northstar Marketing Grant of \$10,000.

J. Special Event Grants Task Force

- Caroline gave a quick update on the FY 2016-17 Special Event Grant Funding recommendations. The Special Task Force met in September, interviewed all of the grant applicants and submitted their recommendations to the marketing committee for further recommendations. This already got the Marketing and Board of Directors approval. A total of \$46,000 was funded this year out of \$50,000 available.

Comments: Joy stated the grant funding process is more work than it's worth. This may be a reason there are a declining number of applicants. It was recommended that Amber Burke take a closer look at the process and maybe we look at how we can allocate the money differently.

K. Committee Member Reports/Updates from Community Partners

- No committee member reports.

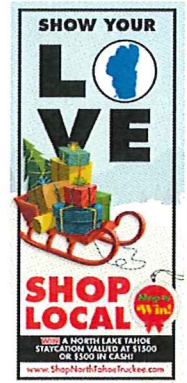
L. Adjournment

- **The meeting adjourned at 5.15 pm.**

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

Annual Shop Local Contest 2016

Participating Business - **Cheat Sheet for Frontline Employees**



Here's how the Shop Local Contest works . . .

- **Purpose:** To encourage guests to shop local for the Holidays
- **Contest cards are available at participating businesses**
 - All participating businesses are listed on www.ShopNorthTahoeTruckee.com.
- **Contest Period – The day after Thanksgiving through Christmas day**
 - November 25 through December 24, 2016
- **Prizes:**
 - Participants that track spending at \$100 or more on their contest cards will be eligible to win \$500 CASH. Participants that track spending at \$300 or more on their contest cards will be eligible to win a North Lake Tahoe Staycation including lodging, dining and activity/activities valued at \$1500.
- **Entry:**
 - Pick up a contest card at a participating businesses
 - Receive one sticker on contest card for each \$25 spent at participating businesses
 - Collect at least 4 stickers and enter your card in to win \$500 of a North Lake Tahoe Staycation
 - Enter as many times as you want! Drop-off or mail-in cards by **Jan. 5, 2017**
- **No purchase necessary:**
 - Receive one entry by sending a handwritten index card with Name, Phone, ZIP Code and Email to PO Box 884 Tahoe City, CA 96145
 - Limit of one entry per person, per sweepstakes period
- **Eligibility:**
 - Limited to residents of the U.S., excluding Residents of Florida and New York; employees and affiliates of all participating retailer and organizers. Void where prohibited by law. Must be age 18+ to enter.
- **Prize drawings will take place the week of January 10, 2017; winners will be notified via email.**

The North Lake Tahoe Chamber/CVB/Resort Association, North Tahoe Business Association, Tahoe City Downtown Association, Incline Community Business Association, Squaw Valley Business Association, Truckee Donner Chamber of Commerce, Truckee Downtown Merchants Association and Northstar California are distributing press releases, Public Service Announcements, and running a print ads about the program as well as promoting it through their business association communications (newsletters, websites, etc.). Please help communicate this program to your customers, guests and employees.

What do participating businesses and their employees need to do?

1. Engage with your customers about the program - - this is vital!!
2. For every \$25 spent at your business, the shopper receives a sticker on their contest card (okay to round up)
3. Prominently display the Shop Local Contest cards on your counter, near your cash register
4. Prominently display the Shop Local window cling on your front door or window
5. If you run out of cards or stickers or have questions, please contact the association below that you are a member of or contact **Dawn at 530-581-8727, dawn@gotahoenorth.com**

Business Name: _____ Region / Color: _____



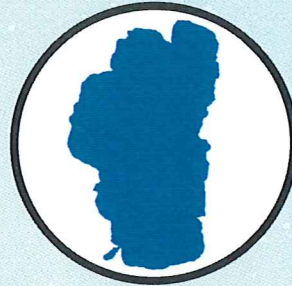
West Shore Association





SHOW YOUR

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**SHOP
LOCAL**



**WIN A NORTH LAKE TAHOE
STAYCATION VALUED AT \$1500
OR \$500 IN CASH!**

www.ShopNorthTahoeTruckee.com



\$25	\$25	\$25	CASH PRIZE \$25 ELIGIBLE
\$25	\$25	\$25	\$25
\$25	\$25	\$25	GRAND PRIZE \$25 ELIGIBLE

Shop at participating retailers Nov. 25 through Dec. 24; for each \$25 you spend, you receive a sticker.* Cards with 12 stickers are entered into drawing to win a North Lake Tahoe Staycation, valued at \$1500. Cards with 4 stickers are entered to win \$500 cash. Drop-off or mail-in cards by Jan. 5, 2017. Multiple entries allowed.

DROP-OFF LOCATIONS

- TAHOE CITY** North Lake Tahoe Visitor Center
- KINGS BEACH** North Tahoe Business Association
- INCLINE VILLAGE** Incline Village Visitor Center
- SQUAW VALLEY** The Village at Squaw Valley Lodging Check-In
- NORTHSTAR** True North in the Village at Northstar
- TRUCKEE** California Welcome Center
- MAIL TO** P.O. Box 5459, Tahoe City, CA 96145

PLEASE PRINT YOUR COMPLETE INFORMATION

Name _____

Phone _____ Zip _____

Email _____

By participating in this contest you are agreeing to receive email information from Shop North Tahoe Truckee partner organizations. You can unsubscribe at any time.

***No Purchase Necessary**

SWEEPSTAKES PERIOD: 11/25/2016–12/24/2016 **PRIZES:** A North Lake Tahoe Staycation including lodging, dining and activity/activities valued at \$1500 (12 stickers) and \$500 Cash (4–11 stickers). **DRAWING:** 1/10/2017 **ENTRY:** Receive (1) sticker on entry card for each \$25 spent at participating retailers. When (4) stickers are collected on entry card, card is eligible to win. Multiple entries allowed. Contest cards must be turned in to drop off locations or received by mail by 1/5/2017 to be eligible. *No Purchase Necessary: Receive (1) entry by sending a handwritten note card with Name, Phone, ZIP code, and Email to P.O. Box 5459, Tahoe City, CA 96145. **ELIGIBILITY:** Limited to residents of the U.S. excluding residents of Florida and New York; employees and affiliates of all partner organizations are excluded. Void where prohibited by law. Must be age 18+ to enter. **FOR COMPLETE RULES & DETAILS:** ShopNorthTahoeTruckee.com.



For participating retailers and rules:
www.ShopNorthTahoeTruckee.com | 530-581-6900





Date: November 10, 2016

TO: BACC

FR: JT Thompson, Director of Tourism

RE: Revised Scope of Work for Touch the Lake program with The Abbi Agency

The current Scope of Work and agreement with The Abbi Agency is currently being updated to include the following and will be presented at the meeting on 11/10/16.

We will be breaking out the Social Media program associated with Touch the Lake to include posts and boosting.

We will have printing bids to present which will give us a better understanding of the complete budget.

There will be an addition to the agreement to cap total spending on this project at \$20,000.

We will be incorporating in the following organizations, and or attractions to the map:

- Tahoe City Ice Rink
- Snow clearing of the Squaw Valley, Truckee River and Tahoe City (Lake Forest to Cathedral) Trails

Current list of map inclusions, including some from committee member requests that need additional information from you. Liz has communicated with you individually the ones we still need your assistance with.