



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, December 8, 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*

*Rob Weston
West Shore Assoc.*

*Lisa Nigon
West Shore Café*

*Brad Perry
Incline Community Business
Assoc.*

*Blane Johnson
Incline Community Business
Assoc.*

*Amy Kylberg
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

*Ava Hinojosa
Incline Village/Crystal Bay
Visitors Bureau*

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, November 10, 2016
- E.** Touch the Lake Campaign Discussion & Action Items (15 Mins)
- F.** Shop Local Holiday contest Discussion & Action Items (30 Mins)
- G.** Yearly Calendar Review (5 Mins)
- H.** Community Marketing Grants Discussion & Timeline (5 Mins)
- I.** Tahoe Sierra Century Discussion (5 Mins)
- J.** Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- K.** Adjournment

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, November 10, 2016, 3:00pm
Tahoe City Visitor Center
MINUTES

A. Called to Order at 3:06- Established Quorum
Committee In Attendance: Ava Hinojosa, Lisa Nigon, Stacie Lyans, Adam Wilson, Caroline Ross, Steve Lamb,
Others In Attendance: Connie Anderson, Melody Rebbeck, Amber Burke, JT Thompson, Sandy Evans Hall, Dawn Baffone

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.
No public comment.

C. Agenda Amendments and Approval-**MOTION**
M/S/C (Stacie Lyans/Adam Wilson/6-0-0)

D. Approval of the Meeting Minutes-**MOTION**
• Thursday, October 13, 2016
M/S/C (Stacie Lyans/Caroline Ross/6-0-0)

E. Touch the Lake Campaign Discussion & Action Items
Motion to approve the new Touch the Lake Campaign Scope of Work
M/S/C (Lisa Nigon, Stacie Lyans/6-0-0)

Report by Connie from Abbi Agency. A list of coupons which were received were distributed along with a sample map and she also distributed an updated scope of work.

- Map quote-.50 cents each for QTY 5,000
- Map has 8 confirmed coupons, 5 of those committed to exactly what they are giving: Helicopter tours, Hyatt cutthroat saloon and Spa, Tahoe XC, Winter Sports Park and Ice Skating rink, and TART providing a coupon for bus service.
- Blurb about Westshore should be included, also Westshore Café, Tahoe Art House
- Kings Beach should be included. Maybe need to contact beyond email.
- Connie will send the email soliciting businesses to the committee so we can forward it to our contacts
- Aiming for maps to be printed before the holidays, but if it goes out after the holidays that will be beneficial as well.
- If any of the organizations have members that they want to have someone reach out to, let Sandy or Connie know.
- Suggestion to reach out to the Hyatt, they can offer one coupon for several items. Also suggestion to combine offers from the Sports Park/Ice Rink since they are the same entity.

- Plan for distribution/ideal timing; Before the holidays, need to get to printer by Thanksgiving, and run contests through April 1st then end the coupon April 30th.
- Photo contest should begin parallel to when the snow flies.
- Connie had spoken with some of the resorts and they thought it was a good idea but in general they are not going to push it on their check-ins. She recommended the contact should be solid because that is what is going to drive it.
- Suggestion to direct map to those with longer stays, most people don't want to leave the resort if they are here a short time.
- Sandy suggested to put the Hwy names on the map and transportation options, like TART bus logo.
- A display is important. Display options are being looked into, also stickers with the brand.
- Highlight what are the top things to see and do. There will be bus line routes included to get from the closest resort in miles (to destinations.)
- This is focused on the resorts/lodging properties but any content should be used in the visitor centers as well so some will be available at the visitor centers.
- This campaign will tie in with the summer campaign if it is successful.
- Will the coupon be online as well? Connie said it can easily be done as a PDF to download and print by the public. But they are not to be available at the businesses which may clash with their products available at their site.
- It can also be picked up at a visitor center or ask your front desk staff. Our aim is to get it into the hands of the visitors and not so much the locals, and having it available online it may be misused.
- It is easily tracked when it is distributed to the lodging properties, and a spreadsheet will be kept.
- Properties will return the left-overs afterwards. This way it can be tracked.
- Social Media. The targeting will start on FB page twice a week.
- Social tool kit will be distributed to each of the committee members to get out the word on social media.
- She will send a new list of businesses to reach out to and general information about the program to all of the committee members.
- Connie will follow up with each area to approve what goes into the copy.

F. Shop Local Holiday Contest- Discussion & Action Items

- Rack cards are made. Waiting for stickers, media plan, budget.
- Some problems with the website, Jen GilanFarr will look into it.
- Send any changes to your region's listing on website to Stacie.
- You have to be a member of one association and be a member of shop local. Registering is not necessary but they must be a member of the Associations or Chamber. No charge for members.
- We do have the artwork for a poster to print. We do have window clings we can distribute.

- A significant change is a “North Lake Tahoe “Staycation” and we have to figure out what that is. There is \$1,500 budget, prize can include lodging, dining and activities.
- Melody will talk to her snowmobiling and Cottonwood Restaurant connections to be included.
- The database program that Abbi Agency has can be used. The list that Caroline has, she will forward to JT. Melody has ideas and will forward to Caroline.
- Looking at a 4 night/5 day prize.
- Media \$1,500 budget. Digital, physical in Moonshine Ink, ads in the weekly and some in Sierra Sun & FB will be placed.
- Melody will schedule something with Truckee Radio

G. Committee member appointments for 2017

- Next month there will be a list provided to the Board of all committee members
- Ava will be the new Incline committee member
- Caroline and Steve for Squaw
- Stacie for Tahoe City
- Rob & Lisa for West Shore
- Amy for Northstar

H. Committee Member Reports/Updates from Community Partners

- Tahoe Film Fest 12-2 through 4th,
- Incline Holiday mixer, Raleys Center December 2nd, and December 17th Tree Lighting
- NLT Joint mixer Bring a can of food
- Dec 9th Toys for Tots at Sunnyside
- Zanos has a Toys for Tots mixer
- Open house on 12/15 in NLT Visitor Center
- Soup Fest in Incline Visitor Center
- Festive Fridays in Truckee first 3 Fridays in Truckee
- Holiday Hop TC Shop Day after black Friday,
- Westshore Café reopening day after Thanksgiving with a new menu
- Local ½ price Mondays at Westshore Cafe
- Homewood open Dec 9th
- Winter Wondergrass kick off party at Moe’s 5-10 pm
- Squaw- opening on 23rd.
- Dec 3rd kickoff to world cup. It’s Mountaintime, David Garabaldi painter, whole day affair. Closes with a party w/ music
- Dec 17-Dec 31-Packed with events for families and ticketed events, lots of new things, sleigh rides, Merry Days and Holly Nights ending with prom and fireworks on 31st at Northstar.
- PlumpJack currently closed for development. Pushing for Spring of 2018 to reopen
- Adam-Northstar Noel nights, mixer, Holiday kickoff weekend after Thanksgiving tree lighting on Saturday, making snow shooting to open on November 23rd.bring

in canned good for complimentary ice skating. Distributing grants to local non-profits next Tuesday.

I. Adjournment at 4:30

NLTRA / BACC

Shop Local Holiday STAYCATION Prize Details

Updated 11.29.16

	Budget	Value	Notes	Secured by
	\$1,000	\$1,500		
Lodging	450	600		
Breakfast # 1	50	50	3 Night Stay at Mourelatos <i>idea: Log Cabin (Kings Beach)</i>	Sandy
Breakfast # 2	50	50	<i>idea: Firesign Café (West Shore)</i>	
Lunch # 1	80	80	<i>idea: Moody's Bistro (Truckee)</i>	
Dinner # 1	-	250	\$250 Dinner for Two at PlumJack Café	Caroline
Dinner # 2	150	150	<i>idea: Wolfdales/Christy Hill (Tahoe City)</i>	
Activity # 1			<i>idea: Wine Tasting Uncorked (Truckee)</i>	
Activity # 2	50	100	<i>idea: Tree Top Adventure Course for Two (TC or TV)</i>	
Activity # 3			<i>idea: Tahoe Gal for Two</i>	
Activity # 4			<i>idea: Ski Demo or Bike Rental (Dave's)</i>	
Sub Total of Staycation Expense	830	1,180	<i>and so on....</i>	

(over) under budget \$170

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
- 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