



north lake tahoe

Chamber | CVB | Resort Association

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, March 9, 2017, 3:00pm

Tahoe City Visitor Center

Meeting Minutes

A. Call to Order - Establish Quorum-3:08 p.m.

In attendance: Eric Pilcher, Stacie Lyans, Jody Poe, Lisa Nigon, Joy Doyle, Connie Lui, Ava Hinijosa and Amy Kylberg via telephone. Amber Burke, Natalie Parrish, JT Thompson, Sandy Evans Hall, Dawn Baffone. Ava Hinijosa joined the meeting at 3:40 p.m.

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 Comments.

C. Agenda Amendments and Approval-Amendment to move the TCDA Grant Proposal up on the agenda to the position of item G.

D. Approval of the Meeting Minutes-MOTION

1. Thursday, February 9, 2017

M/S/C Lisa/Eric/4-0-0 Joy & Stacie abstained. Motion passed.

Discussion & Strategy:

E. Touch the Lake Campaign Update – Connie

- Natalie distributed a Touch the Lake Update Report
- Connie reported that coupons are being accepted through the end of April and response tracking is beginning. So far no major problems but public needs a better awareness about the campaign concept and it will become more recognizable as time goes by.
- Connie reported that a Touch the Lake tool kit was provided to all the Board members.
- Connie reviewed the data regarding the social media campaign which was distributed. Campaign entries are low and it could be due to the changing ways people are engaging on Social Media. She is working with Natalie on the contest prize.
- Strategy moving forward: Photo contest until March 31, but the coupons will end at the end of April in order to continue throughout the ski season.
- Amber said this weekend we will have a booth at the World Cup and will provide the Touch Lake Tahoe Maps as the main map resource.
- Supplies at lodging properties will be checked with a follow up email by Connie.
- Joy asked if the coupons are being turned in, and Connie said she will ask again via email and telephone calls.
- Joy asked about the prize and Connie said she is working with Natalie to create the prize. Joy suggested that the coupon advertisers might be contacted for prizes, although there is not a lodging partner on the map. The prize will be donated and not purchased.
- All the map mistakes were corrected and reprinted and none of the incorrect maps were distributed.
- Connie said she provided Natalie with online comments about the campaign.
- Discussion about concern if maps are being distributed. Follow up was requested to find out if they are being distributed and that the coupons are getting circulated.

- Connie suggested distributing High Notes sunglasses at the World Cup, which are all gone, and Amber pointed out that we will be distributing logo'd cow bells.
- Connie asked about the accounting report included. Natalie questioned if the ABBI Agency had made any expenses that were not accounted for with the Shop Local Campaign and Connie confirmed they had not done any work on the Shop Local Campaign.
- Joy asked about whether we will circle back to the advertisers with the results of map/online impressions/distribution.
- JT said this would be important information to help determine whether to continue this campaign seasonally.
- Joy expressed concern about using an outside advertising agency and that people may be put off by our organization using them, because they are not representatives of our local organizations. Natalie suggested in the future, we implement (take over) the campaigns starting from a certain point.
- Connie said they can send out the statistics/data on impressions, in order for us to forward that information onto the businesses.

F. Discuss Reallocation of the Tahoe Sierra Century \$5000 Grant – Amber

- Amber explained that the race is not going to happen so there is \$5000 available that will not be used for the Tahoe Sierra Century Ride.
- She reviewed what has already been granted, and suggested reallocation of the \$5,000 to current grant recipients. Another suggestion she had is to create an event planners one day conference and utilize the money for speakers and an educational session. She pointed out that the \$5,000 does have to be spent on local events.
- Stacie suggested the Lake Tahoe Dance Collective who needs funding, but not sure if they would fall under the correct category to get the funding. Amber referenced the next item #G, and that the grant process may need to be changed. Amber explained that in terms of fairness we couldn't pick someone on our own, it would have to go through the same process as the others who were already granted.
- We would need to check with Placer County to see if the funds could be used for a one day conference.
- The timing of the event would be in the upcoming fall.
- The subjects in the conference would be very relevant to the sponsors; advertising, social media, networking opportunities, etc. utilizing resources we have available already.
- Amber will work on a budget, and research speakers
- JT suggested scholarship opportunities for attendees.
- JT added that the expense would also include an international speaker, lunch.
- Amber will follow up on the approval for the use, and if there can be an approval to carry it into another fiscal year, and add another \$5,000 next year.
- Everyone in the meeting was in support of the idea.

Action Items:

- G. MOTION:** Discuss & Possibly Approve Revised Special Event Grant Program and Process –Amber
- Amber stressed that the main purposed of this funding is to drive the TOT, then to support local events, and to be an extension of the NLTRA marketing arm.
 - She suggested that the program be restructured to operate less like a grant program and more like a sponsorship.
 - Sandy suggested calling it a “Partnership” and not a sponsorship to differentiate between the sponsorship program which is already in place.
 - She reviewed the proposed changes listed on the handout.
 - The packet includes a first draft of the proposed new application.
 - She referred to the documents; general program information draft, and funding timeline-insurance-payment schedule draft.
 - Amber asked for feedback regarding the information being provided to the applicant and if it may be too much information, and suggestions for cutting back the information.

- Joy asked about the point system that we currently have. Amber said there will still be a point system but it will need to be reviewed.
- Sandy described that there was a prequalifying point system and then a list of criteria that was used for judging.
- Joy suggested eliminating some of the questions.
- Eric added that he recently filled out a comparative application that was 26 pages, so it is not uncalled for.
- Joy pointed out that all the information is online and not part of the application. Amber agreed and said that making the criteria more clear will help make the application better understood.
- Natalie suggested that if it is online, to make it in a way that it can be saved.
- Joy suggested a progress bar. Similar to a survey you can save, or automatically populate into a spreadsheet that can be designed.
- JT suggested an editable PDF.
- Target date to get in online is July and begin the first notification with a link.
- Sandy said there are many ways to do it online.
- Amber reviewed the Discussion Points outlined in the distributed copy.
- She would like to present this to the Marketing committee at the end of March and present to the Board of Directors in April and the Scope of Work for the May Board of Directors meeting.
- Joy pointed out that the funding cycle information/timeline is very important. Amber said she would add that in.
- Natalie asked about the survey and Amber said she has questions ready to go and they have been sent to sponsors for them to plug into their already existing surveys.
- Eric said it is easy for the bigger events to add the information to their survey, but with the smaller events you may want to have your own form/survey.
- Amber pointed out that ticketed events have contact info and free events you don't, and she is looking at improving tracking results.
- Joy suggested that there would be an opt-in box to participate in other surveys, organizational emails.
- Discussion about communicating the necessity of surveys to the sponsors.
- Joy pointed out that it may be beneficial to put a general amount of sponsorship money available.
- Discussion about language to use for the grant, for example, "Small Market Grants that range from..." and, "we are looking at xx events" or "there is 50,000 for the year for all sponsorships".

MOTION: Approve Revised Special Event Grant Program and Process M/S/C (Joy/Stacie 6-0-0) Motion passed.

- H. MOTION – Discuss & Possibly Approve Long Term Shop Local Campaign Website Decision – Natalie
- Natalie reported that spoke with Cassie and that she is interested in participating in the branding. They spoke about moving the website to the NLTRA website and she said as long as the Truckee Chamber was recognized, they would proceed with deciding if they would be onboard. Website updating on a regular basis would be a necessity.
 - Natalie reviewed the budget and transaction detail she provided.
 - Lauren Shearer needs to be paid for approx. \$120.00 and isn't listed due to an accounting error.
 - The difference between the 3 different "shopping" programs was discussed. Natalie suggested describing/listing the 3 different shopping programs on the website.
 - Sandy suggested postponing this discussion until Lindsay can be a part of the discussion.
 - Stacie asked about what happens to the \$20,000 if not spent. Natalie said that the website will use much of the money and other components like photography and that budget will be created.
 - Joy suggested reaching out to Colleen in addition to Lynn for help.
 - Lindsay was going to provide us with the google analytics on the website.
 - Natalie said we should compare that information to some of the standard comparisons.
 - Natalie stressed that she made it clear that she stressed to Lindsay and Lynn that we want them to be a part of the discussions.
 - Natalie stressed that the businesses have to incorporate the program.

- Stacie noted that TT Radio, Sierra Sun, Moonshine Ink is not included (sandy said the invoices just came in) but Stacie may have some others she could suggest that may not be included on the list.
- No Motion.

I. MOTION: Grant Presentation a. TCDA – Stacie Lyans

- Stacie reviewed the Grant Proposal she provided in the meeting.
- No questions were asked

MOTION: TCDA Grant Proposal Approval

M/S/C (Joy/Lisa 4/0/0 Eric Recused. Ava was not present. Motion passed.

- Discussion about leveraging the PR with the application.

J. Committee Member Reports/Updates from Community Partners

- Amber: May 11 Amgen, needs race stations manned with volunteers.
- Joy: KB Snowfest! this weekend
- Sandy: Community Awards Banquet April 6th, Silent Auction donations needed.

K. Adjournment

- Adjourned at 4:50pm