



**north lake tahoe**

Chamber | CVB | Resort Association

**AGENDA AND MEETING MINUTES  
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE  
Thursday, October 12, 2017, 3:00pm  
Tahoe City Visitor Center**

- A.** Call to Order at 3:02 - Established Quorum: Eric Pilcher, Andy Chapman, Misty Moga, Caroline Ross, Jessi Whalen, Mike Young, Jody Poe, Cindy Gustafson, Natalie Parrish, Dawn Teran, Joy Doyle arrived at 3:05 Allegra Demerjian (Abbi Agency) arrived at 3:30.
- 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 Jessi/Misty 9/0/0**
- D.** Approval of the Meeting Minutes-**MOTION**  
1. Thursday, September 10, 2017  
**M/S/C Jessi/Jody 9/0/0**

BACC Budget & Calendar Overview – Natalie presented. –

- Want to review monthly from now on. Campaign budgets will be reviewed later in the meeting
- Timeline for partnership funding for Event Grants – Natalie reported that the call to action review is delayed. Cindy stated there is a meeting with the county coming up to review policies on this.

**Action Items:**

- E.** Shop Local Holiday Contest Plan Discussion & Possible Approval Nat
- Natalie is waiting for a few proposals from Lauren Schearer. She will send distribution lists out to everyone.
  - She will utilize the information from the winner of last year's shop local (direct quotes, etc.)
  - Natalie will forward Excel spreadsheet of last year's Shop Local participants to Dawn to enter into Constant Contact.
  - Discussion regarding quotes for Card. Last year 12,500 ordered, then an additional 2,500. Joy suggested looking at number of cards received over the last 3 years. Ask John from Print Art. He is requiring a 10% increase from last year.
  - Natalie suggested printing more initially instead of adding on later to save costs.
  - Timeline of campaign Nov 24-Dec 24 deadline for sign up is one week after, prize drawing in Jan BACC meeting.
  - Natalie suggested to do more advertising at the start of the campaign. Joy suggested putting more advertising in December. Discussion about when to do published advertising, and whether to increase the size of ad, and possibly producing banners.

- Discussion about the \$100 for Facebook expense, and who would have access.
- Caroline summarized discussion by suggesting the campaign strategy include a Holiday shopping ad, presence at start of campaign (Thanksgiving) compose and distribute press release about the campaign, and focus on the digital campaign.
- Discussion about radio ads and whether it would be effective for locals.
- Caroline suggested a radio interview. Although, there is a large fee for the radio interviews.
- Joy suggested printed poster, 11" x 17" "Participating Retailer" for businesses to put in their windows.
- Group agreed to move away from radio and using that money for printed posters.
- Natalie stressed the importance of letting the businesses take ownership of the program and use their own ideas to encourage people to shop and use the card (example: extra dot incentives)
- Discussion about the prize wording on the front of the card. (To clarify that there are two separate drawings.)
- Andy suggested a trade between another Chamber and ours to obtain an out of town prize. Discussion about feedback from past years and prize being local or in another area.
- Instead of "Staycation", change to "North Lake Tahoe Vacation valued over \$1,500.00."
- Lauren Schearer will design the card.
- Granlibakken (tentative location) for Nov 30<sup>th</sup> Shop Local kickoff party.
- Discussion regarding kickoff party: Shop Local Kickoff brought to you by the North Lake Tahoe of Commerce, show your love. Card to use as a passport. Easy drop box, pick one winner from those who completed and visited every business at the event. Code, color, one dot for event.
- Some type of fundraiser was suggested, suggested food and cash bar. Check with Granlibakken or venue where it will be held on policies.
- Music in background suggested.
- Natalie said this year's data entry will be quicker. Suggestion and in agreement to distribute the cards for data entry among all BACC.

**MOTION to approve the Shop Local Budget with edits to card and marketing changes as discussed.**

**M/S/C Joy/Caroline 9/0/0**

#### **F. Touch Lake Tahoe Plan Discussion & Possible Approval - Allegra, Natalie**

- Allegra reviewed the slides handed out in the meeting.
- Natalie requested all BACC to review the map and let her know your comments by end of October.
- Joy requested review of the revised site. Allegra will send an email to let everyone know when it has been updated.
- Regarding online presence, do we have photo assets? Natalie said winter photo shoot is in the works. It will be at least 6 week until that happens.
- Allegra will send requests to photo contest winners to get rights to use their photos.
- Allegra pointed out that the social media will drive to the map, itinerary and photo contest. Joy expressed that my may be spreading it out too much, she suggested driving it to one area. Allegra said she could send out an A / B test to see which is most effective, including a few different types of itineraries.
- Discussion about how influencers would be selected in addition to recommendations from BACC.
- Joy suggested setting target numbers set by the Abbi Agency based on previous year's results of how many reached as a measurement of success. Allegra will get those numbers by tomorrow.

- Discussion about photo alternatives if lack of snow, and access to the Lake if too much snow like last year.
- Joy asked about the subject of discussion at Marketing Committee meeting and Andy said there will be Marketing of the overall strategic planning in January, (and how it plays in with how it plays into the overall NLTRA strategy.)
- Joy motioned approves the recommended with changes as noted...AB testing, setting specific umber for goal measurement / Jessi

**MOTION to approve the Touch the Lake plan with changes as discussed: AB testing, setting target numbers for measurement of success.**

**M/S/C Joy/Jessi/9-0-0**

**G. Visitor Guide Ad Discussion & Possible Approval - Natalie**

- \$2595.00 total back cover
- Back page Ad was not done last year. Group agreed to pursue the ad for this year's ad and it should be a picture of the lake with snow on it. Allegra will provide something to review by Tuesday the 17th. Deadline for guide is October 20<sup>th</sup>.

**MOTION to approve the Visitor Guide Ad, back cover, as described in discussion, (above)**

**M/S/C Jessi/Joy/9-0-0**

**H. Discussion & Strategy:**

Shopping Update & Map Discussion – Allegra, Natalie

- \$15,000 for campaign and \$3,800 of that is towards photography.
- Motion will be next meeting, submit questions, ideas to Natalie prior to that.
- Joy suggested to capture all areas in N. Lake for video. Allegra will reach out to everyone individually on this.

**I. Tahoe.com Shopping Proposal & Discussion – Jody, Natalie**

- Leaderboard side banners are year but the others are at 7 months, but can be extended to 12.
- Clarification that this proposal would cost \$2,400 per quarter and would be included in the shopping campaign budget. This quote is another option in addition to what Abbi is proposing. There may be opportunity for collaboration between the two.
- Caroline suggested taking snippets from videos already produced and this may have already been pursued, and we should check for redundancies with (repeats in) this campaign. Double check.
- Joy commented that this campaign may be more of a marketing department subject.
- The second page may be part of a bigger long term plan and a strategy not suited for this time.
- Caroline we need to build the assets first. It may be appropriate for Brand awareness for next year.
- Andy asked to Ask amber about the six month contract \$37,500 for BACC (Shopping and Touch Lake Tahoe) funding August through January. Ask her what was included in the first six months, to confirm the money is in the budget. \$20,000 to Touch Lake Tahoe and 2,500 to Holiday was used in this meeting \*Amber addressed this item in the 11/9/17 BACC meeting.

**Other Items:**

**J. Committee Member Reports/Updates from Community Partners**

**K. Adjournment at 4:53      Next meeting is November 9<sup>th</sup>.**