



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

Wednesday, November 12, 2014 – 9:00am

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:

Kaliopé Kopley

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc.

Jaclyn Woznicki
Trunk Show

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

County Representative

Dave Snyder

Quorum

3 members including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Membership Advisory Committee 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
- D. Approval of the Meeting Minutes-**MOTION**
 - October 15, 2014 Minutes
- E. Touch the Lake Campaign Update
- F. Special Event Grant Process Update-BOD Approval
 - Chamber Membership of each applicant
 - Summary of each application requested
 - Summary of Lodging Properties or Lodging Locations
- G. 2014/2015 Shop Local Campaign Development
 - Year-Round Program**
 - Website Update
 - Business Kit Ordering/Sticker Amount
 - Holiday Contest**
 - Checklist Update
 - Marketing Plan
 - Requirements from Partners
 - Packets given out to partners for businesses
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. 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

Wednesday, October 15th, 2014

North lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Stephen Lamb, Stacie Lyans, Kay Williams, Mike Young, Amber Burke, Joy Doyle, Nate Burch, Michael Gelbman, Paul Raymore, Jaclyn Woznicki

RESORT ASSOCIATION STAFF: Ginger Karl, Sandy Evans Hall

BOARD MEMBERS PRESENT: Kali Kopley

OTHERS IN ATTENDANCE: Lindsay Thayer

• **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:10a.m. by Caroline Ross, at 9:28a.m., a quorum was established.

• **Public Forum**

- No Public Forum

• **Agenda Amendments and Approval**

M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from August 13, 2014 and September 10th, 2014 meetings

• **Abbi Agency Presentation- Winter Touch the Lake Campaign**

- Abbi Agency presented the initial Touch the Lake Campaign that will run November through May
- Discussion about creating collateral pieces for the Touch the Lake Campaign, ie: posters, postcards, rack cards
- Discussion as to doing a Twitter Scavenger Hunt, it was agreed that this should not be done at the same time as the Shop Local Holiday Contest
- Goal would be to get businesses to participate, have them post information in windows to drive the Scavenger hunt
- Amber questioned whether Shop Local Campaign should be incorporated with the Touch the Lake Campaign, noting that Shop Local is more geared towards locals as the Touch The Lake Campaign is more geared for our out of market visitors
- Abbi to create a social package
- Chamber to possibly host an event for the purpose of encouraging the local businesses to get involved
- Touch the Lake Campaign will have measureable goals as requested by the Board of Directors that will be monthly reports provided by Abbi Agency
- The creative for Touch the Lake was well received by the committee, Abbi Agency to come up with some other possibilities
- Michael Gelbman joined the meeting at 10:13a.m.
- Discussion about the hashtags, the idea is to keep them simple and keep them the same
- Abbi Agency to provide a second Touch the Lake presentation for the Marketing Committee on October 28th, 2014 which will incorporate the feedback from October 15th BACC meeting
- Ginger Karl will collect prize donations for the Touch the Lake Campaign

- Transition from Peak Your Adventures to Touch the Lake postings will begin on November 1st, 2014

2013/2014 50K Product Development Report

- **Peak Your Adventures Recap:**

- Caroline asked whether the rollover credit from Peak your Adventures could be used for Shop Local, it cannot because it is a credit from Abbi Agency
- Nate Burch suggested that we look at month over month "likes" on the page and to watch the organic growth by comparing Peak Your Adventures to Touch the Lake in the future to help set reachable goals, Abbi agency would need to be involved in the process
- Caroline Ross asked the committee to review the Peak Your Adventures on their own time
- Stacie Lyans joined the meeting 10:21a.m.

- **High Notes Recap:**

- High Notes Summer 2014 Campaign was discussed, it was agreed by the committee that next year the focus will be to drive more traffic to the mobile site with more social media and fewer print ads
- Nate Burch suggested using geo-fencing (radio towers) next year for mobile display ads, looking to future
- Amber Burke suggests to take lessons learned from Peak Your Adventures and Touch the Lake and incorporate in to High Notes for next

- **2014/2015 Shop Local Campaign Development:**

- Timeline and proposed budget was given to the committee for the Year Round shop Local program
- Mike Young verified that Incline Village agreed to buy in at \$500, Truckee Downtown Merchants Association agreed to buy in at \$500, Town of Truckee agreed to buy in at \$1500, and Truckee Chamber of Commerce agreed to buy in at \$500, which were the requested amounts by the committee to participate in the year Round Shop Local program
- The first 100 businesses to sign up will receive the business kit for free that includes stickers, label, plastic holder, window decal, and postcards- budget for business kits was finalized
- Ginger Karl to change the budget to reflect changes
- It was agreed by committee that the Shop Local Holiday contest will roll out prior to the launch of the Shop Local Year Round Campaign-mid January
- Caroline Ross suggested that the Grand prize vacation trip be listed on the Shop Local Holiday Contest card as well as the drop off locations
- Shop Local Campaign discussion regarding purchasing and amounts was finalized: 10K contest cards, 8 day, 7 night vacation as the Grand prize
- The drop off locations was agreed upon and will appear as follows:
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- Truckee Visitor Center
Mail to: P.O. Box 5459, Tahoe City, CA 96145
- The deadline date for the return of all cards was set for January 5th
- A subcommittee consisting of Ginger Karl, Joy Doyle, and Caroline Ross to meet to continue work on the Shop Local Holiday Contest card

Special Event Grant Process – Update

- Sub-committee reviewed over 20 applications and presentations on October 8th, 2014
- The requests for grants totaled \$117K, there will be a sub-committee meeting following the BACC meeting today to make recommendations for the Marketing Committee that meets on October 28th, 2014

- **Adjournment**

- The meeting was adjourned at 11:13a.m.

Submitted By:
Kalie Ceglia
Executive Assistant
NLT Chamber/CVB/Resort Association