



## north lake tahoe

### **BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES**

**Thursday, November 9, 2017, 3:00pm  
Tahoe City Visitor Center**

- A.** Called to Order - at 3:11 p.m. Quorum not established.

Committee Members in Attendance: JT Chevalier, Caroline Ross, Jody Poe, Misty Moga joined at 3:16 p.m.

Board Member in attendance: Eric Pilcher

Staff Members: Cindy, Natalie, Amber, Dawn

Others in attendance: Allegra Demerjian

- 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.

- Cindy spoke about the proposed change to the NLTRA Board and distributed a hand out.

- C.** Agenda Amendments and Approval-**MOTION**

- Quorum not established

- D.** Approval of the Meeting Minutes-**MOTION**

1. Thursday, October 12, 2017-Quorum not established.

- Amber commented on Item I in the 10/12/17 minutes. Amber confirmed that the funds are included in the six month contract so motions can be made to utilize the funds.

Dawn: correct word, Contact s/b Contract.\*Dawn corrected and posted online [here](#).

- E.** BACC Budget & Calendar Overview – Natalie, Amber reported. All is on track.

#### **Action Items:**

- F.** Shopping Discussion & Possible Approval -Allegra reported about the shopping campaign.

- Amber requested a review of the Tahoe.com discussion from the last meeting.

- Amber clarified that this video series would be a shorter version of the previous shopping video, and would highlight local artisans. Question is whether this will be funded now, or postponing this funding towards a phase two video series.
- Discussion regarding distributing funds for the campaign. Caroline suggested thinking about this in the future when we have the assets needed. The assets are what are missing at this point.
- JT expressed concern over highlighting district vs. highlighting individual artisans, and the fact that individuals may be overlooked if only highlighting individuals. Amber stated that the current video is already serving the purpose of overall shopping, and it would follow the luminaries' campaign strategy.
- Caroline suggested to add "if you liked this, check out these other artisans in the area..."
- Allegra said the video would be 45 seconds to one minute long.
- 3 videos and 45 seconds and owning the raw footage. Is there a cap on the footage ownership? We would own the footage forever.
- Allegra said post production includes 2 rounds of editing, presentation, modification and finalizing videos.
- \$5,400 sounds like a lot for the videos to Eric and JT. Amber pointed out that we would forever have ownership of the video raw footage, which would be worth it.
- Amber pointed out that a portion of the proposal can be approved, and the rest at a later date.
- Allegra will look into bringing down the price and a possible separate RFP in the future.
- Jody added that Tahoe.com can offer a larger audience, she thinks it should be a channel and Tahoe.com could make it a potential home to the videos and push out the message.
- Voting is not possible today because of lack of quorum, will be tabled for the next meeting.
- Amber will provide additional information. She will come back with more details.
- Caroline asked about quantity and why 3 videos. Amber said it was because of funding restraints for the most part.
- Video would be created by a previously used videographer Rotor Collective or Generikal or Abbi Agency in-house.
- Caroline suggested getting the assets in place first; maybe using existing video, creating a video example to test it.
- Discussion about how to include more assets and a landing page, possible partnerships. Video needs to tell a story, equally promote, needs to be in a broader sense, and tell a story. "Locally made skis" can speak to a few different companies.
- Jody suggested "take a piece of Tahoe home" (Doesn't have to be exact/specific product.)
- Every video can highlight a different aspect of shopping i.e.; vendor, district.

- Amber was asked to get shopping photos ASAP. Shopping Photos and other items can be approved (voted on) over email. Amber said the photographer is unavailable and can be looked at in January, until snow, and after the holidays.

#### **G. Shop Local Holiday Contest Campaign Launch & Update - Natalie**

- Marketing budget has been revised as per instruction. There will not be a packet assembling party. The cheat sheet, cards and stickers will be distributed before the next meeting.
- Will be named Shop North Lake Tahoe Truckee Holiday Faire and Kickoff.
- Discussion about how to promote the rest of the shops that can't be there or have products to bring? Signage? Gift Cards? Drop off cards/gift card tent/stall? Have employee, bring a check for gift cards. Run through Square? Natalie will look into and add the fee.
- Brick and mortar and membership artisans are being targeting. Flyer will be in Spanish, sent to rotaries, schools, asking businesses to promote.
- Amber will promote the campaign at the Soroptomist event in Truckee.

#### **H. Touch Lake Tahoe Campaign Launch & Update – Allegra, Amber**

- Amber suggested feedback on provided itinerary materials and a revised version will be produced prior to Thanksgiving.
- Photo contest is in development and a review will be provided by the 20<sup>th</sup>. Campaign will be launched on December 1<sup>st</sup>. Ads will be delivered to us by the 27<sup>th</sup>.
- Allegra suggested that additional businesses can be included/listed for different services. Amber suggested not to make the blog too long.

#### **Other Items:**

##### **I. Committee Member Reports/Updates from Community Partners**

- Amber reported that 4 contracts were approved at the November NLTRA Board meeting.

Adjournment at 4:20 p.m.