



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, October 1st, 2015 – 3:00pm
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
Adam Wilson

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

Danny Cox
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

Ginger Karl
NLTRA

County Representative **Cadence Matijevich**

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 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**
 - September 10th, 2015 (pg. 1)
- E. Touch the Lake Presentation-The Abbi Agency
- F. Special Event Grants-**MOTION**
- G. Shop Local Holiday Contest
- H. Tentative Marketing Grant Presentation Requests
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, September 10th, 2015 – 3:00pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Caroline Ross, Stephen Lamb, Cadence Matijevich, Danny Cox, Joy Doyle, Kay Williams, Ginger Karl, Kaliope Kopley (called-in)

NOT PRESENT: Stacie Lyans, Jaclyn Woznicki, Rob Weston, Mike Young, Blane Johnson, Amber Burke, Michael Gelbman

STAFF IN ATTENDANCE: Anna Atwood

OTHERS IN ATTENDANCE:

A. Call to Order – Establish Quorum 3:10pm

B. Public Forum

C. Agenda Amendments and Approval

M/S/C (Joy Doyle/Cadence Matijevich) (7/0/0) Motion to approve the agenda as presented.

D. Approval of the Meeting Minutes

- One typo in section E - Peak Your Adventures.

M/S/C (Danny Cox/Cadence Matijevich) (7/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for August 13th, 2015 with the above typo corrected.

E. Proposed October Meeting Date Change & Special Event Grant Dates Review

- Special Event Grant Task Force Meeting & Presentations will be held on Wednesday, September 30th at 9:15am
- Special Event Grant Designation Meeting-Thursday, October 1, 1:00pm-3:00pm
- BACC October Meeting has been changed to **October 1st at 3:00pm** taking into consideration the Task Force may still be in deliberation of the Grant's designation.
- Grant determinations will be presented to the BACC Committee on October 1 for approval.
- It was discussed that only 2 items would be on the October Agenda, 1. Shop Local Holiday Contest and 2. Special Event Grants.

Action for Ginger: to will reach out to John Monson to see if he may be available to participate in the Special Event Grant Task Force

Action to Ginger: to reach out to more lodging members to strengthen the Special Event Grant Task Force. Brett Williams and John Monson were suggested.

Action to Ginger: to only add two agenda items for the October agenda: 1) Shop Local Holiday and 2) Special Event Grants.

F. BACC Year-Round Calendar Review Draft

- BACC Year Round Calendar will reflect the Marketing, Co-Op and Board Approval required dates for BACC programs and their funding mechanisms.
- BACC Year Round Calendar will also reflect the tentative BACC meeting dates.
- Peak Your Adventure campaign will now run June-September, not mid-September after the current campaign ends.
- Touch the Lake will now launch Dec. 1-March, not November-April.
- BACC Year Round Calendar will be re-presented at November's meeting (Nov. 12).
- The deadline for all BACC Marketing Grant presentations will now be in the month of April.
- All five organizations will present to the BACC Committee for the \$10K Marketing Grants in November will possibly be Squaw, waiting on confirmation, January the NTBA has confirmed, February, March or April.
- Discussion from the Committee, how the BACC Committee and the Marketing Committee can better work together and communicate on programs and how funding will be placed on the agenda at November's meeting.

Action for Committee members: to inform Ginger which month their organization would like to present.

- August meetings moving forward will be placed on the calendar as being considered "tentative" and could be a conference call or committee update only on an "as needed" basis.

G. High Notes Re-Cap & Video Update

- High Notes videos will be viewed by the Committee, once completed by Rotor Collective and will be on hand to kick off next year's campaign in the Spring. There was a delay due to correct logos being confirmed by Marketing.
- High Notes remaining balance of \$6,015 will be re-paid by The Abbi Agency to NLTRA and be used in the Spring to help re-launch the summer campaign at that time.
- Joy questioned retainer fees and if anything had changed. Has NLTRA looked at some sort of package pricing?

Action for Ginger: to reach out to JT to discuss the retainer fee for High Notes and if anything has changed. Have JT be present for this meeting.

H. Touch the Lake Plan & Quick Discussion

- Committee requested that photos for the campaign to be looked at closer and have the people in the photos in winter clothing (the current photos have the men in no shirts in the winter time). Due to the lack of snowfall, The Abby Agency wasn't able to secure proper winter photos.
- 2015-2016 budgets will include money for photography assets of winter at the Lake.
- The Abbi Agency recommended running the contest on December 1st.
- Suggestion from Committee members to allocating the November budget to the photo assets.
- "It's Time To" touch the Lake was very well-liked by the Committee as the "transition" message.
- #TouchLakeTahoe text will be white in each photo and maybe consider a drama shadow.
- The size of the new rack card for Touch the Lake was discussed and it being appropriate to place at lodging properties and in dining locations to be placed in check presenters.
- Prizes were discussed and will be placed in the budget for "Donate 1/Buy 1". Committee will request 2 prizes be donated and 2 purchased and placed in the budget.
- Committee agreed to print in the Visitors Guide since it has a long shelf life. The Weekly advertising will be eliminated. Suggestion from Committee to look at stock photos and potentially a new photo for the print ad.

- Joy liked the transition concept: “It’s Time to #TouchLakeTahoe. Make some of the thumb print white with the blue background.

I. 2015/2016 Shop Local & “Shopping” Product Update

- Ginger updated the Committee of the revenue received for the Shop Local program, was \$2,675 since the program launched.
- Melody has been out of town and Ginger will follow up with her about meeting with Truckee to discuss the Shop Local program participation.
- The Committee doesn’t want to see a loss for selling the Shop Local bags. Recommendation for selling the bags to retailers was determined \$2.50 for each/or on the website in packs of 10/\$25 or 20/\$50.

Action for Ginger: to immediately reach out to retailers with the information about the bags.

- Ginger asked for suggestions for a retail sub-committee. Jacklyn (from committee) will be involved, a few others haven’t responded yet. It was suggested to put together an advisory group and not a sub-committee.

Action for Ginger: to reach out to certain retailers for feedback on the “Shopping” product to create and “Advisory” Committee.

- Ginger re-ordered the 3000 Shop Local replacement stickers as we are getting low on inventory and was able to secure the .56 quote in the budget by ordering 3000 at one time.
- Ginger informed the Committee that Ambera, from silent A photography said the BACC owns the photos taken by silent A photography. The BACC has permission to use the NTBA photos as well.
- To trademark the Shop Local logo could be costly. The committee members didn’t think it was necessary to look into Trademark after all. Ginger will suggest possibly adding the thumb print into the Shop Local logo.
- The Made in Tahoe video has been uploaded to the Shop North Tahoe Truckee website under “Events”.
- \$2000 video budget was discussed. Committee agreed that the \$2000 should not be spent on the Made in Tahoe video. It should be spent on an anchor video for the landing page of the ShopNorthTahoeTruckee.com website

Action for Ginger: Ginger will follow up with Rotor Collective in regards to the Shop Local video discussion

1. Holiday Contest:

- Ginger reviewed the Holiday Contest and the Committee agreed to purchase 12,500 cards.
- Ginger reached out to the graphic designer in anticipation of a few changes after the Committee has reviewed last year’s minutes regarding changes to the card. Graphics and colors should not change dramatically, only dates and pertinent information. Committee suggested it be reviewed by someone from Truckee – final draft.

Action for Ginger: to reach out to PrintArt for a quote and will be brought back to the next meeting.

- Sticker Dots will be assigned to each district.

Action for Ginger: to purchase colored dots for the Holiday Contest cards.

Action for Ginger: to look up notes from previous meeting about feedback comments.

Action for Ginger: to reach out to Incline Village and Truckee of their participation in this year’s Holiday Contest.

- Committee suggested to Business Associations to budget the cost for the holiday contest for this next year if partners are on a fiscal calendar year. \$250 per partner (10 partners) for Shop Local Holiday Contest to be paid by December 2016
- Committee agreed to purchase the same trip as last year and \$300 cash prize.

J. Committee Member Reports/Updates from Community Partners

- Joy informed the Committee of NTBA's upcoming events which included: Mixer on September 24th at WellBeing and a small business seminar on October 7th.
- Caroline informed the Committee of Squaw's upcoming events which included: Tahoe Sierra Century will be September 12th, Ironman Lake Tahoe will be September 20th, Oktoberfest on September 26th and Spartan on October 3rd.
- Ginger informed the Committee of North Lake Tahoe Chamber's upcoming events which included: North Lake Tahoe Tourism Summit on September 24th and IGNITE! Chamber Mixer on October 1st.

K. Adjournment

- **The committee adjourned at 4:30pm**

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association