



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, February 12, 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

Nate Burch
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 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**
 - January 8, 2015
- E. Touch the Lake Campaign Update
 - Request for Prizes
- F. 2014/2015 Shop Local Campaign Development
 - Year-Round Program
 - Kit Sales Update
 - Donation Recognition
 - Direction from the Board of Directors
 - Website Review
 - Marketing Plan
 - Social Media Campaign Ideas
- G. 2015/2016 BACC Programs Funding Request-Initial Discussion
- H. 2014/2015 Marketing Grant Requests Reminder & Schedule
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. 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

Thursday, January 8 – 3:00pm

North Lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Adam Wilson, Stacie Lyans, Joy Doyle, Michael Gelbman, Stephen Lamb, Kay Williams, Amber Burke, Ginger Karl

RESORT ASSOCIATION STAFF: Sandy Evans Hall

OTHERS IN ATTENDANCE: Kayla Anderson for Incline Village Business Association, Lindsay Thayer for Shop Local, Jen GilanFarr from Jnonymous Web Development, Cassie Hebel from Truckee Downtown Merchants Association and Melody Rebbeck from Truckee Donner Chamber of Commerce

A. CALL TO ORDER – ESTABLISH QUORUM

1. The Business Association and Chamber Collaborative meeting was called to order at 3:06pm by Ginger Karl and a quorum was established.

B. Public Forum-None

C. Agenda Amendments and Approval

D. Approval of the Meeting Minutes

M/S/C (Doyle/Gelbman) (7-0-0) to approve the BACC minutes from December 10th

E. Touch the Lake

1. Update-286 Photo Entries, 345 Hash Tag Uses, Contest Finalists were chosen by Abbi, Winner chosen by Ginger
2. Winner received a \$200 West Shore package
3. January contest began on Jan. 5
4. Each district needs to gather a prize valued at \$200-just need 3 packages and Ginger will follow up in 2 weeks. Abbi is providing a \$200 amount for a prize, so one month is taken care of.
5. *January's prize was donated after the meeting by Stephen Lamb for a \$200 Dinner at PlumpJack Café & Bar.*

F. 2014/2015 Shop Local Campaign Development

1. Holiday Contest Reports-Over \$400K spent in the community, average per card was \$280. The record year was 2012 with \$198K revenue generated
2. Holiday Contest Feedback-
 - i. Codes- Some businesses forgot their codes or lost their pens. Each business was keeping track of their codes for a prize-wondering if this was necessary and the information would be used for. Idea was suggested to print stickers with the individual codes for each business. Maybe it is not necessary to have individual business codes but just track by district.
 - ii. Contest Cards- It was too hard to read the amounts on the blue squares on the contest cards. 10,000 cards was a good number with only 1,000 unused. Next year will print 12,500 cards because staff time is valuable.
 - iii. Stickers for Next Contest-It was discussed that each district might have a specific color of the generic circle stickers that are sold in bulk.
 - iv. Database-The database of participants can be used for the Shop Local Year Round Campaign and will be sent out to each district to add to their email lists.

- v. Reach-Program to start earlier next year. Next year- have posters out earlier but cards should not be given out earlier.

3. Year Round Program

i. Website-

1. Everyone likes the shopping bag for the logo to have the Show Your Love-Shop North Tahoe Truckee
2. Hero photos have a slider that includes the primary commercial areas
3. Website is geared for the businesses-once businesses are signed up, then the direction will switch to the consumer
4. Logos across the bottom, need to add the Placer County logo on bottom and also under sponsors since TOT is being used to develop site and start program
5. Beta site will be sent out to all BACC Committee for input-Feedback needs to be sent to Ginger by Monday end of business
6. Purchase of kits and stickers are coordinated through WebLink
7. Add locations to the map
8. Programs and events: Holiday Contest and Hospitality Holidays are both listed. Need to add the results for the Holiday Contest. There is no need to participate in all the programs to be a part of the year round program.
9. Under Get Involved-the pledge campaign could have videos-also post these on Facebook, possibly add graphic on how \$ recirculates in the community
10. Under Contact Us-there will be an email which will be directed to Ginger

ii. Program Roll Out Discussion/Stickers Update

1. Stickers are being printed, and there will be sticker party to put the labels on the back of each sticker-3:00pm, Thursday. Jan. 15
2. Shooting for Jan 20 to get the kits out to the businesses
3. Press release or one sheet to Business Association in advance

iii. Banner Update

1. New banner has arrived-two for the price of one-to be used for events we determine

iv. Marketing Responsibilities-

1. Ginger proposed using social advertising on Facebook to boost fan base
2. Ginger will look at in-kind with local radio and media
3. Roll out with \$2,000 marketing budget
4. Add logo as benefit to all businesses that participate-businesses can use the logo to promote their participation

G. Committee Member Reports/Updates from Community Partners

1. Stacie-Tuesday the 2th 5:30pm Volunteer Party for TCDA at the Blue Agave
2. Kayla-IVGID Community Appreciation Week, Next week is Learn to Ski & Ride at Diamond Peak-\$39 Lift Ticket, Driving Range at Championship Golf Course has opened
3. Ginger-Chamber Mixer next Thursday at Tahoe Tech at 5:30pm, Creative Cocktail, Feb. 3rd at Tahoe Art Haus & Cinema
4. Cassie-Snowfest! Cocktail Bingo
5. Melody-Labor Law Seminar next Thursday, Knowledge Bites on Facebook, Art of Small Talk on 21st at Goodness Sake, Chamber Mixer at Tree House Club House on Wednesday
6. Amber-Patron tequila release party on Thursday 15th at TC's Pub, Farm to Table Dinner, First Brewmaster Dinner Partnering with Lagunitas at the Tavern, Epic Promise Ski Challenge for local non-profits-donating over \$35,000
7. Joy-Community Building Workshop-Jan. 28, new networking and referral event on Feb. 5, Free small business seminar on how to plan a small event Feb. 3

H. Adjournment

1. The meeting was adjourned at 4:25pm.

Submitted By:
Sandy Evans Hall
CEO
NLT Chamber/CVB/Resort Association



Touch The Lake Contest #2 Recap

Digital Engagement



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Touch the Lake

Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the resorts in the winter and visit the lake communities of North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Rack Cards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

Strategy:

- Paid social media outreach through Twitter ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users
- Outreach to resorts for campaign shares



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January Results by the Numbers

328 Photo Entries
642 Hashtag Uses
7,218 Campaign Engagements
170,122 Campaign Impressions



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Results by Channel

Facebook Data

- Paid Campaign Impressions: 49.8K
- Total Number of Likes: 91.6K*
- Gained During Campaign: 633*
- Gender Demographic : 51% female; 49% male*
- Total Impressions: 1.9m*
- Total Shares and Likes: 16.3K*

Twitter Data

- Campaign Impressions: 11.9K
- Campaign Engagements: 255
- New Followers: 520*
- Link Clicks: 955*
- Gender Demographic: 59% male; 41% female*
- Total Mentions: 115*

Instagram Data

- Total Campaign Likes: 3.7K
- Total Photos with tag: 642
- New Followers: 343*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the January 1 – 31 contest.



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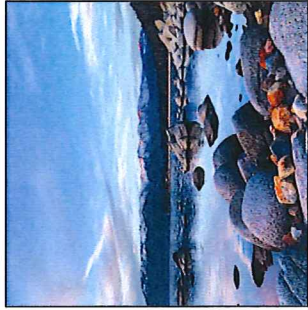
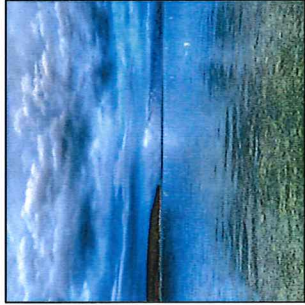


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Contest

The #TouchLakeTahoe campaign engages with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests with large prize packages, fans and followers are driven to social media channels and encouraged to share their experience and use the hashtag.



Start Date: Jan. 1
End Date: Jan. 31

Results:

- Total photo submissions: 328 (292 submitted through Instagram, 5 through Twitter)
- Number of times the #hashtag has been used: 642



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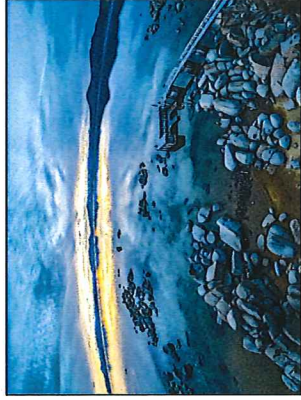
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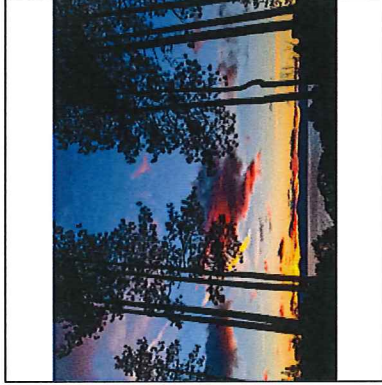
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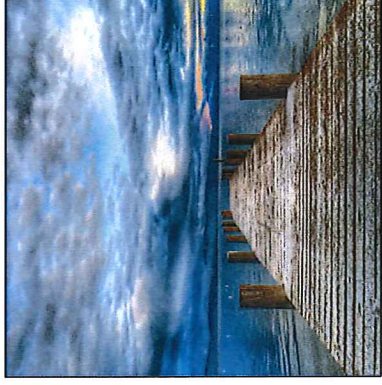
Contest Finalists



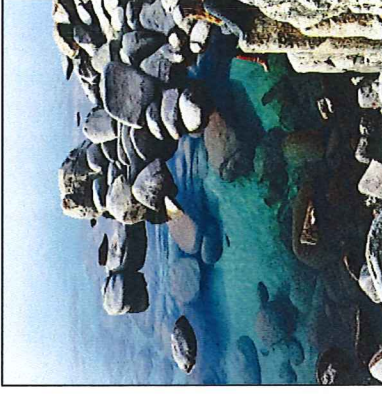
Davey Hibler



@savannahhanslovan



@missesbrewko



@heidssann



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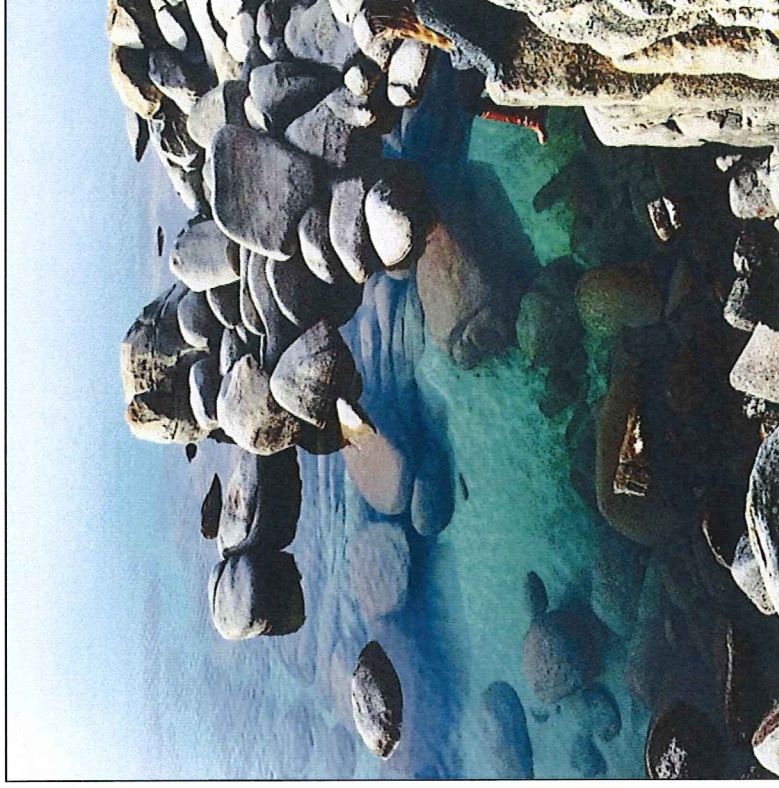
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Contest Winner



Heidi Peinthor

Submitted on Jan. 15

Location: Crystal Bay



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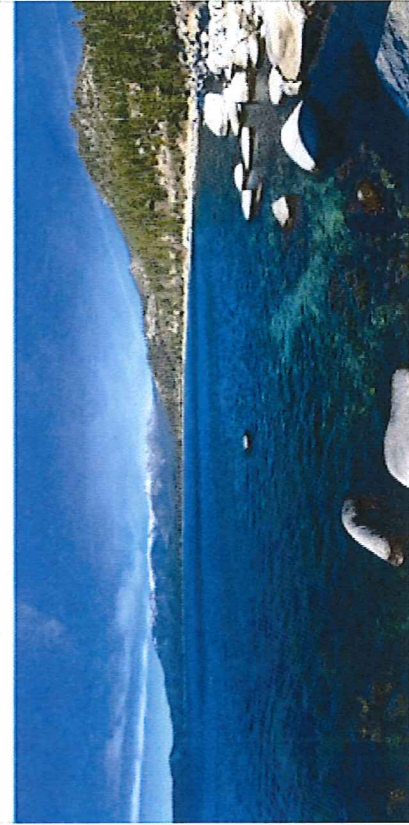
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Post Highlights

**North Lake Tahoe**
Sponsored · 



Get down to the North Lake Tahoe communities and #TouchLakeTahoe this winter to win!



#TouchLakeTahoe Contest

Submit your photo near the North Lake Tahoe communities for the chance to win a \$200 gift card to Plumjack Cafe and Bar!

LAKETAHOENORTH.OFFERPOP.COM

Like · Comment · Share ·  12  3

Sign Up

Facebook ad, January

- Impressions: 22,004
- Clicks: 378
- Cost per click: \$0.40



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Post Highlights

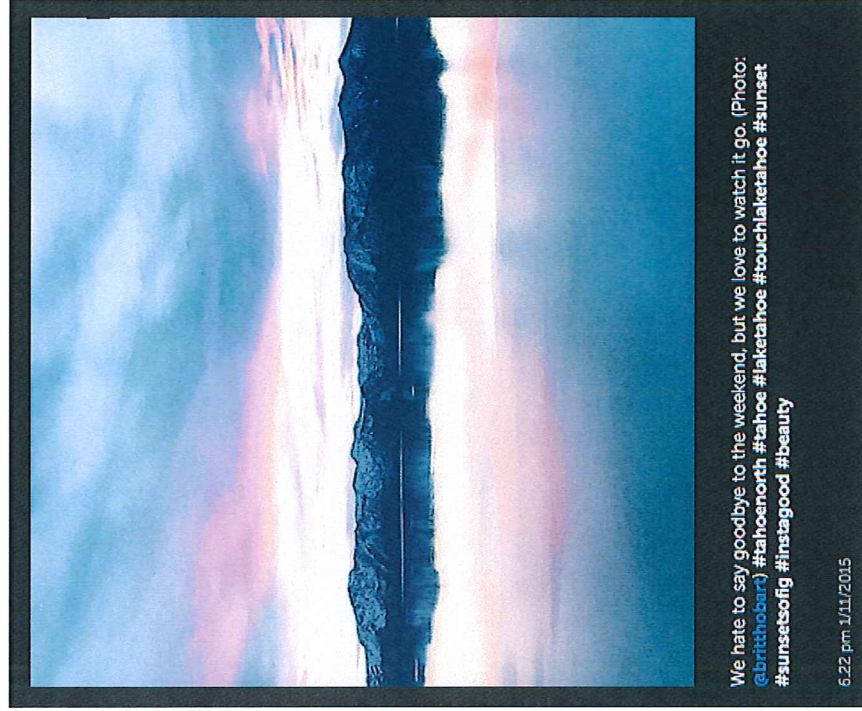
- Impressions: 20,080
- Likes: 638
- Comments: 51
- Shares: 53

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- Likes: 638
- Comments: 51
- Shares: 53

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Post Highlights



Instagram Post, Jan. 11

- 554 likes
- 16 comments



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Thank You



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