



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, June 8, 2017, 3:00pm
Tahoe City Visitor 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:

Eric Pilcher

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Stephen Lamb
Plumpjack Inn*

*Lisa Nigon
West Shore Café*

*Amy Kylberg
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

*Jody Poe
North Tahoe Business Assoc.*

*JT Chevallier
Tahoe City Downtown Assoc.*

*Ava Hinojosa
Incline Village/Crystal Bay
Visitors Bureau*

*Jessi Whalen
Northstar*

*Mike Young
Incline Community Business
Association*

*Misty Moga
Incline Community Business
Assoc.*

County Representative
Erin Casey

Quorum
*Majority including 1 NLTRA
Board Director*

To Call in: Dial (712) 770-4010
Enter Participant code: 775665#
Host Pin: 5463#

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**
 1. Thursday, May 11, 2017

Discussion & Strategy:

- A.** BACC Budget Overview– Amber (5 Mins)
- B.** BACC Annual Calendar – Amber, Natalie (10 Mins)
- C.** Peak Your Adventure Campaign Update – Amber, Kelly (10 Mins)
- D.** High Notes Campaign Update – Amber, Kelly (10 mins)

Action Items:

- A. MOTION:** Discuss & Possibly Approve Shopping/Shop Local Campaign - Natalie, Amber (40 Mins)
- B. MOTION:** Discuss & Possibly Approve High Notes Video proposal – Amber (15 Mins)
- C.** Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- D.** Adjournment

Business Association & Chamber Collaborative (BACC)
2016.2017 Budget
Shop Local Campaign (July 2016 - June 2017, December 2016)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,000	\$4,510			
Contest Card Printing		\$1,145			1st Batch Quantity: 12,500, 2nd Batch Quantity: 2,500 - Print Art Vendor
Creative Graphics		\$138			Lauren Shearer
Stickers		\$394			Quantity: 10,000 - OnlineLabels.com Vendor
Contest Advertising		\$1,665			Placements: Moonshine Ink, Sierra Sun, KTKE Radio, Tahoe Weekly, Facebook
Tahoe Weekly		\$480			
Moonshine Ink		\$594			
Facebook		\$101			
Sierra Sun		\$315			
KTKE Radio		\$175			
Staycation Grand Prize		\$650			
Moody's Bistro		\$80			
Jake's On The Lake		\$75			
Tahoe Art Haus		\$20			
Fire Sign Cafe		\$25			
Maurelatos Lakeshore Resort		\$450			Winner: Brooke West
Cash Prize		\$500			
Fed Ex Shipment		\$20			
Year Rounds Shop Local	\$7,750	\$0			
Update ShopNorthTahoeTruckee.com					Lindsay is looking into the cost to do this
Campaign Project Management	\$1,500				5/16 TAA is coming up with a proposal
Map Project Management & Design	\$5,000				
Social Media Management	\$1,250				
GTN.com Page Redesign					
Social Media Edit of Video					
Total Spend	\$12,750	\$4,510			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Total Revenue	\$0	\$0			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$12,750	\$4,510
Remaining Budget	\$7,250	\$15,490

ROTOR

COLLECTIVE
DIGITAL CINEMA

Prepared for: Go Tahoe North - Amber Whiteman Burke

Prepared by: Ryan Fitzhenry / Kyle Lancaster / Nicholas Avino

Rotor Collective Digital Cinema | PO Box 5557 Incline Village, NV 89450 | info@RotorCollective.com | 408.891.6528

Go Tahoe North | High Notes Video Cutdowns

OBJECTIVE

The aim is to utilize existing high quality media from the The High Notes Music Series (Squaw Valley / Tahoe City / Kings Beach) to produce a series of videos that can be utilized for immediate marketing needs. Northstar's event will be filmed on 7/1/17 and can be incorporated as well. Video will be used to promote High Notes Music Series across web and social media platforms.

VIDEO PACKAGE OPTIONS

:30 sec Social Media edit of all 4 events	\$450
:15 sec Social Media edits - 4 pack (cutdown of each location - Squaw/TC/KB/Northstar)	\$800
:30 sec Social Media edit of all 4 events + :15 secs Social Media 4 pack (purchased together)	\$1,000

PRODUCTION TIMELINE & DELIVERABLES

Final delivery of video segment will be within 4 weeks after signing of contract. We will deliver a HD 1080p video hosted on Vimeo.com as well as digital copies for use on website or other social media platforms.