



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, January 11, 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

JT Chevallier  
Tahoe City Downtown Assoc.

Lisa Nigon  
West Shore Café

Amy Kylberg  
Northstar California

Jessi Whalen  
Northstar

Joy Doyle  
North Tahoe Business Assoc.

Jody Poe  
North Tahoe Business Assoc.

Mike Young  
Incline Community Business Association

Misty Moga  
Incline Community Business Assoc.

County Representative  
JJ Jansen

Quorum  
Majority including 1 NLTRA Board Director

Google Hang-out Link will be emailed 10 minutes prior to meeting. Click to join meeting remote.

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, December 12, 2017- *will be posted when available*
- E. BACC Budget & Calendar Overview – Natalie, Amber (5 Mins)

**Discussion & Strategy:**

- A. Shopping Update– Allegra, Amber (20 Mins)
  - a. Revised SOW
- B. Touch Lake Tahoe Campaign Update– Allegra, Amber (30 Mins)
  - a. Photo Contest Update - December
  - b. Itineraries Updated & Launched

**Action Items:**

- A. Discuss & Possibly Approve Touch Lake Tahoe Influencer– **MOTION** Allegra, Amber, JT (20 Mins)
- B. Discuss & Possibly Approve Canvas Ad – **MOTION** Allegra, Amber (20 Mins)
- C. Shop Local Holiday Winner Drawings & Card Delegation – Natalie (15 Mins)

**Other Items:**

- D. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- E. Adjournment

2017.2018 BACC Budget

Forecast		Q1			Q2			Q3			Q4			
EXPENSES		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Budget
6743-00	BACC Marketing Programs													Budget
	6743-01 Shopping		\$4,895		\$3,200	\$5,805		\$3,700			\$2,400			\$20,000
	6743-03 Touch the Lake				\$20,000									\$20,000
	6743-04 High Notes													\$20,000
	6743-05 Peak Your Adventure										\$19,205	\$795		\$20,000
											\$21,605	\$20,795	\$0	\$80,000
6742-00	Non-NIT Coop Marketing Program Other	\$0	\$4,895	\$0	\$23,200	\$5,805	\$0	\$3,700	\$0	\$0	\$20,000	\$20,000	\$0	Budget
	6742-00 Non-NIT Coop Marketing Program Other	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$30,000
		\$10,000	\$0	\$0	\$23,200	\$5,805	\$0	\$3,700	\$0	\$0	\$21,605	\$40,795	\$0	\$90,000
	Total Expenses	\$10,000	\$4,895	\$0	\$23,200	\$5,805	\$0	\$3,700	\$0	\$0	\$21,605	\$40,795	\$0	\$110,000

\$80,000  
\$30,000  
\$110,000

Actuals		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Budget
EXPENSES														
6743-00	BACC Marketing Programs													Budget
	6743-01 Shopping				\$150									\$150
	6743-03 Touch the Lake				\$19,705									\$19,705
	6743-04 High Notes													\$0
	6743-05 Peak Your Adventure													\$0
					\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Sub Total
6742-00	Non-NIT Coop Marketing Program Other	\$0	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$19,855
	6742-00 Non-NIT Coop Marketing Program Other	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
		\$10,000	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Sub Total
	Total Expenses	\$10,000	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$29,855

\$10,000  
\$19,855  
\$29,855

**Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget  
Touch Lake Tahoe Campaign (November 2017 - April 2018)**

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign			October		
Map & Webpage Updates	\$800	\$800		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Itinerary Series (2)	\$1,200	\$1,200		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad Design	\$800	\$800		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad	\$2,500	\$2,500			10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$1,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Management	\$3,400	\$3,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Advertising	\$4,205	\$4,205		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Contest Prizes	\$1,000				
Project Management	\$5,400	\$5,400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
<b>Total Spend</b>	<b>\$20,705</b>	<b>\$19,705</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November	December	12/6 check received
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$1,000</b>			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,705	\$19,705
<b>Remaining Budget</b>	<b>\$1,295</b>	<b>\$1,295</b>

Month	Forecast	Actual
October	\$0	=

Business Association & Chamber Collaborative (BACC)  
 2017.2018 Budget  
 Shop Campaign (July 2016 - June 2017, December 2016)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Holiday Shop Local Program</b>	<b>\$5,252</b>	<b>\$3,362</b>			
Contest Card Printing	\$942	\$942	November	December	Paid Invoice via check request
Creative Graphics	\$150	\$124	November	November	Paid Invoice via check request
Stickers	\$350	\$317	October	November	Paid via CC
Website Management	\$400	\$400	October	December	Paid for 2017 Contest in June 2016 (16.17 Fiscal)
Contest Advertising	\$1,710	\$1,579	November		
Tahoe Weekly	\$450	\$450			Paid Invoice via CC
Moonshine Ink	\$430				
Sierra Sun	\$350	\$350		January	Paid Invoice via Check request
KTKE Radio	\$150				
Participant Posters	\$230	\$199			Paid Invoice via check request
Staycation Grand Prize	\$1,200		January		
Cash Prize	\$500		January		
<b>Year Rounds Shop Local</b>	<b>\$15,895</b>	<b>\$150</b>			
TAA Campaign	\$2,495		August		Natalie will request invoice
Social Media Management	\$9,600	\$0			6/9 requested TAA invoice
July - September	\$2,400		August		
October - December	\$2,400		October		
January - March	\$2,400		January		
April - June	\$2,400		April		
Photo Shoot	\$3,800		November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Model Fees - Summer Shoot		\$150		October	Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
<b>Total Spend</b>	<b>\$21,147</b>	<b>\$3,512</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Truckee	\$1,000		November		
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,147	\$3,512
<b>Remaining Budget</b>	<b>(\$1147)</b>	<b>\$16,488</b>

Month	Forecast	Actual
August	\$4,895	\$0
October	\$3,150	\$717
November	\$6,602	\$2,645
December	\$0	\$0
January	\$4,100	\$0
April	\$2,400	\$0
<b>Total</b>	<b>\$21,147</b>	<b>\$3,362</b>

# BACC Annual Timeline

Campaign	January	February	March	April	May	June	July	August	September	October	November	December
Peak Your Adventure												
Touch The Lake												
High Notes												
Shopping												
Shop Local Holiday Contest												

## January Action Items

- \* Shop Local Holiday Contest: Winner Chosen, Notified & Advertised
- \* Shopping
- \* Strategic Planning Discussion

## February Action Items

- \* Peak Your Adventure: Plan Discussed
- \* High Notes: Plan Discussed
- \* Shopping
- \* Shop Local Year Round Campaign Discussion
- \* Shop Local Holiday Contest Results

## March Action Items

- \* Peak Your Adventure: Plan Discussed
- \* High Notes: Plan Discussed
- \* Community Marketing Grant Recap & Request
- \* Shopping

## April Action Items

- \* Peak Your Adventure: Plan Approved
- \* High Notes: Plan Approved
- \* Community Marketing Grant Recap & Request
- \* Shopping

## May Action Items

- \* Touch Lake Tahoe: Campaign Ends
- \* Peak Your Adventure: Campaign Launch
- \* High Notes: Campaign Launch
- \* Community Marketing Grant Recap & Request
- \* Shopping

## June Action Items

- \* Touch Lake Tahoe: Campaign Recap
- \* Shopping

## July Action Items

- \* Shopping

## August Action Items

- \* Touch Lake Tahoe: Plan Discussed
- \* Shop Local Holiday Contest: Plan Discussed
- \* Shopping

## September Action Items

- \* Touch Lake Tahoe: Plan Discussed
- \* Shop Local Holiday Contest: Plan Discussed
- \* Shopping

## October Action Items

- \* Touch Lake Tahoe: Plan Approved
- \* Shop Local Holiday Contest: Plan Approved
- \* High Notes: Campaign Recap
- \* Shopping
- \* Partnership Funding Review & Selection

## November Action Items

- \* Touch Lake Tahoe: Campaign Launch
- \* Shop Local Holiday Contest: Launch
- \* Shopping

## December Action Items

- \* Peak Your Adventure: Campaign Recap
- \* Shopping
- \* Shop Local Holiday
- \* Shop Local Year Round
- \* Touch Lake Tahoe Campaign Update



## BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK

**Client and/or Project Name:** BACC: Shopping  
**Completed by:** Allegra Demerjian, Account Manager  
**Point of Contact:** Allegra Demerjian, Account Manager  
**Project Dates/Timeline:** January 2018 – June 2018

### Campaign Goal

The BACC Shopping Initiative aims to educate visitors on the various shopping regions in North Lake Tahoe and their respective offerings and personalities.

### Description

In previous Shopping efforts, an official Local Shopping map has been developed to highlight different shopping regions of North Lake Tahoe. For efforts from December 2017 – June 2018, The Abbi Agency recommends using visual content that will drive digital traffic to the map, encouraging greater awareness of the shopping experiences in the area.

### Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets, considering the following personas in messaging and targeting:

1. **Passive Shopper** – already exploring restaurants and activities in North Lake Tahoe communities and pop into shops based on proximity
2. **Forgetful Visitor** – forgot something specific and purchases it based on need
3. **Shopping Lover** – loves the experience of shopping and includes it as a tourism activity

Most of listed tactics will be targeted toward the “Shopping Lover,” as these are the visitors most likely to incorporate shopping into their trip plans. But, the Passive Shopper and Forgetful Visitor will be considered and included in messaging whenever possible.

### Tactics

- **Social Media Posting and Advertising** – On an ongoing basis, shopping-specific posts will be shared to the North Lake Tahoe channels highlighting unique experiences of shopping in the destination. In addition, advertisements will be launched around the developed video content and map content.
- **Photography** – Amber and the NLTRA will manage a photoshoot to build winter shopping visual assets. Photos will be used throughout social media posts
- **North Lake Tahoe Blog Integration** – Whenever possible, The Abbi Agency will work the Shopping messaging into greater North Lake Tahoe blog post topics, sharing relevant shopping messages where they fit for messaging integration. Some examples of blog posts where a Shopping message will be included are:



## BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK

- Jan. 2018: 3-day Weekend Itinerary
- Feb. 2018: Romantic Guide to North Lake Tahoe Itinerary

### Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will provide a monthly status report ahead of the BACC meetings.
- The agency will provide one in-depth campaign recap at the end of the measurement period.
- The agency will attend all BACC monthly meetings in person or via phone.

### Budget and Scope Specifics

The total proposed allotment for TAA to be spent by June 30 is \$15,000. (The remaining \$5,000 budgeted for the year for Shop Local will be allocated to the Holiday 2017 campaign.)

- *Winter Shopping Photoshoot: \$3,800*
  - *Budget for photography around North Lake Tahoe*
  - **NOTE: handled by NLTRA, not billed through TAA**
- *Campaign Project Management: \$1,400*
  - *Attending meetings, providing reports, and ongoing client communications*
- *Social Media Management: \$1,400*
  - *1 shopping-specific posts per month across North Lake Tahoe channels (Facebook, Twitter, Pinterest, Instagram [contingent on visual content]): \$400*
  - *Development, launch and management of ongoing Facebook ad campaign – video and/or canvas advertisement: \$800*
- *Social Media Advertising: \$3,000*
  - *Monthly advertising, January – June*
  - *Ads will be purchased to support shoulder season and holiday season. Potential ad spend schedule:*

<b>January</b>	\$500
<b>February</b>	\$500
<b>March</b>	\$500 (to support shoulder season)
<b>April</b>	\$500 (to support shoulder season)
<b>May</b>	\$500 (to support shoulder season)
<b>June</b>	\$500



## BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK


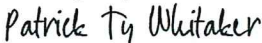
- *North Lake Tahoe Blog Integration: Added Value*
  - *Shopping messages and map links will be incorporated to blog content as possible, and will not include an extra development charge from The Abbi Agency.*

Invoices are sent on the 1<sup>st</sup> or 15<sup>th</sup> of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

### Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

### Approvals

<small>DocuSigned by:</small>  <small>6C8B6D1864B34C0...</small>	12/21/2017
[Amber Burke, Events and Communications Manager, NLTRA]	(Sign/Date)
<small>DocuSigned by:</small>  <small>07870C0024FA48B...</small>	12/22/2017
[Ty Whitaker, CEO, The Abbi Agency]	(Sign/Date)



## Social Media Influencer Deck

### **Chris Burkard**

Website: <http://www.chrisburkard.com/>

Instagram: @ChrisBurkard (2.9M Followers) @BurkGnar (180k Followers)

Facebook: <https://www.facebook.com/ChrisBurkardPhotography/> (442k Followers)

**Total Followers: 3.5 Million**

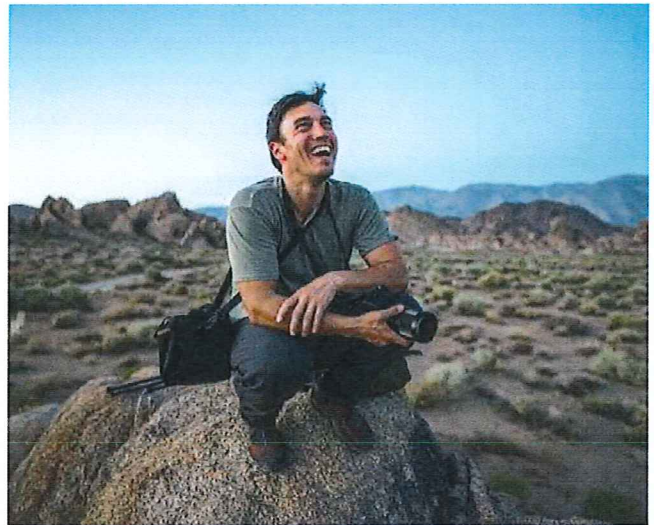
### **About**

Chris Burkard is an accomplished explorer, photographer, creative director, speaker, and author. Traveling throughout the year to pursue the farthest expanses of Earth, Burkard works to capture stories that inspire humans to consider their relationship with nature, while promoting the preservation of wild places everywhere.

Layered by outdoor, travel, adventure, surf, and lifestyle subjects, Burkard is known for images that are punctuated by untamed, powerful landscapes. Through social media chris strives to share his vision of wild places with millions of people, and to inspire them to explore for themselves.

His visionary perspective has earned him opportunities to work on global, prominent campaigns with Fortune 500 clients, speak on the TED stage, design product lines, educate, and publish a growing collection of books. Along with his team, Burkard is based out of his production studio and art gallery in the Central Coast of California.

At the age of 31, Burkard has established himself as a global presence and influencer. He is happiest with his wife Breanne raising their two sons Jeremiah and Forrest in his hometown of Pismo Beach, California





chrisburkard 

Following

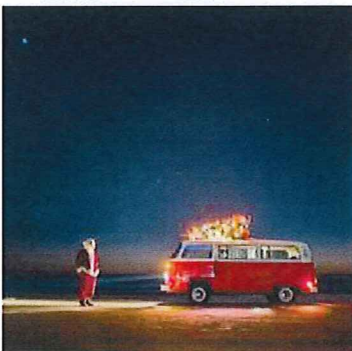
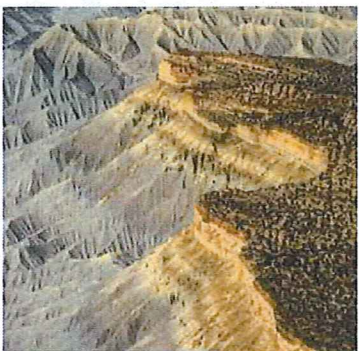
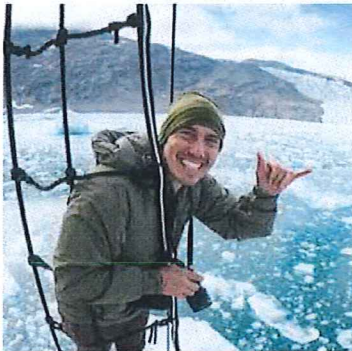
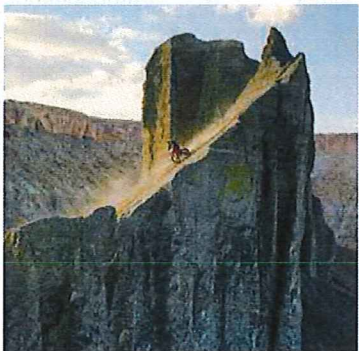
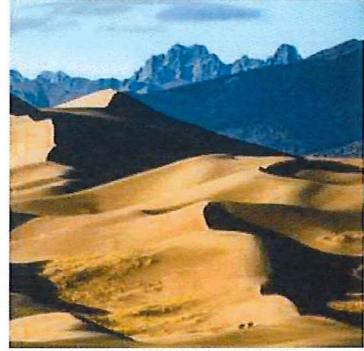
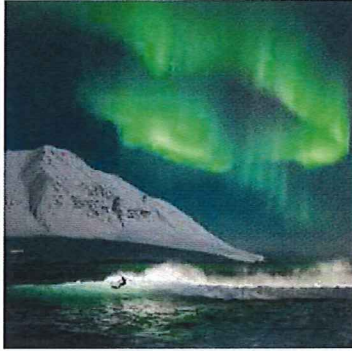


2,955 posts

2.9m followers

628 following

ChrisBurkard Have Camera, Will Travel. LDS•Photographer•Speaker•Director  
[www.ChrisBurkard.com](http://www.ChrisBurkard.com)





burkgnar

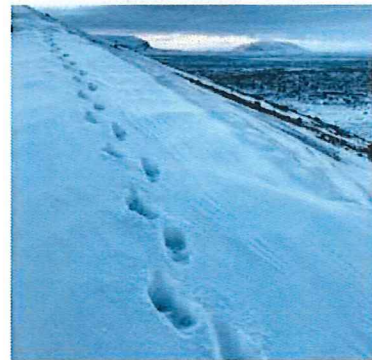
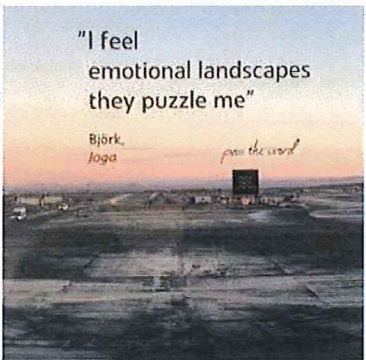
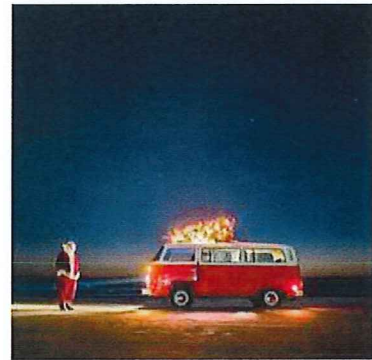
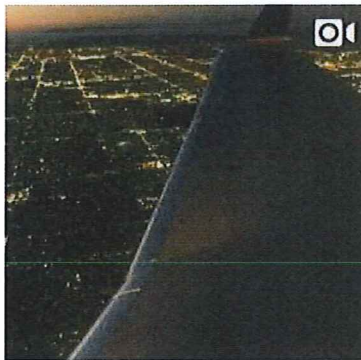
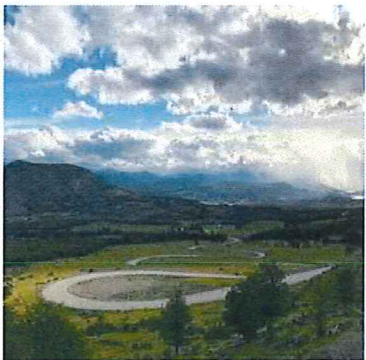
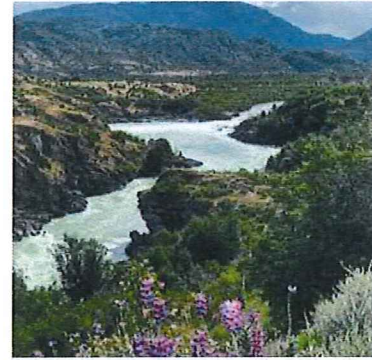
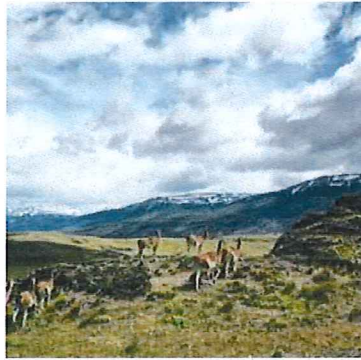
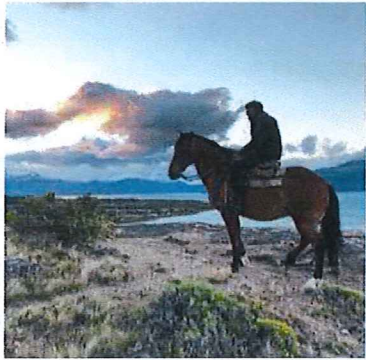
Following ▾ ...

1,031 posts

180k followers

408 following

Chris Burkard Unfiltered moments from life on the road with @ChrisBurkard & friends 📱 iPhone mostly & not always politically correct. [www.ChrisBurkard.com](http://www.ChrisBurkard.com)

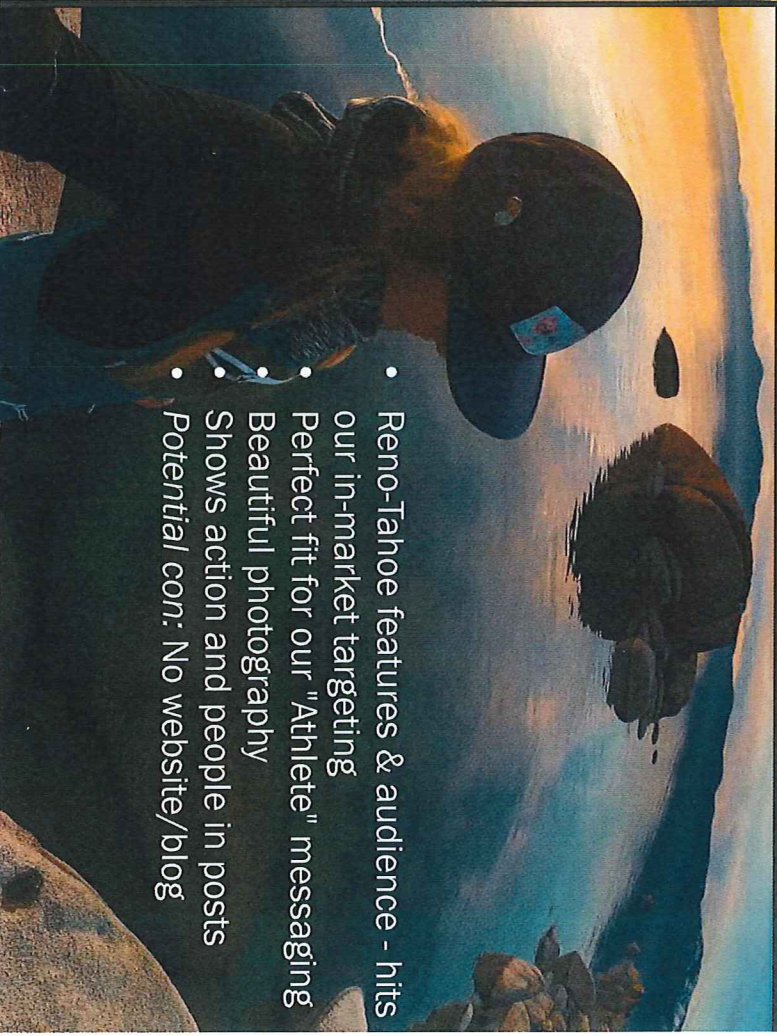
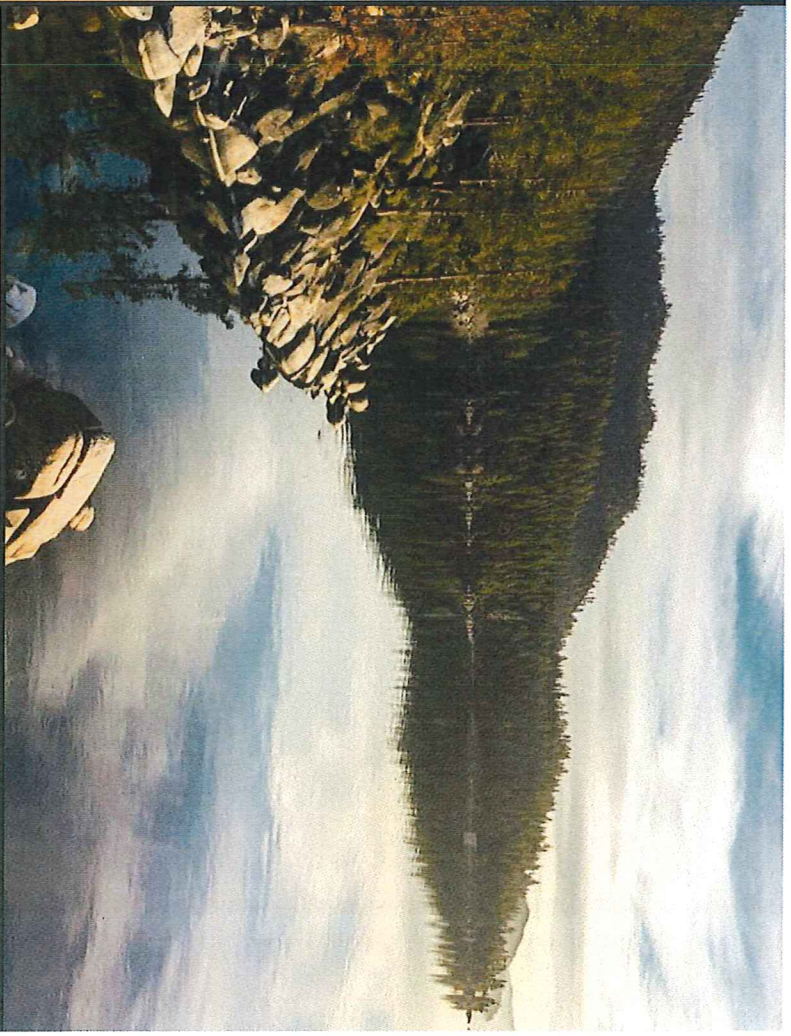
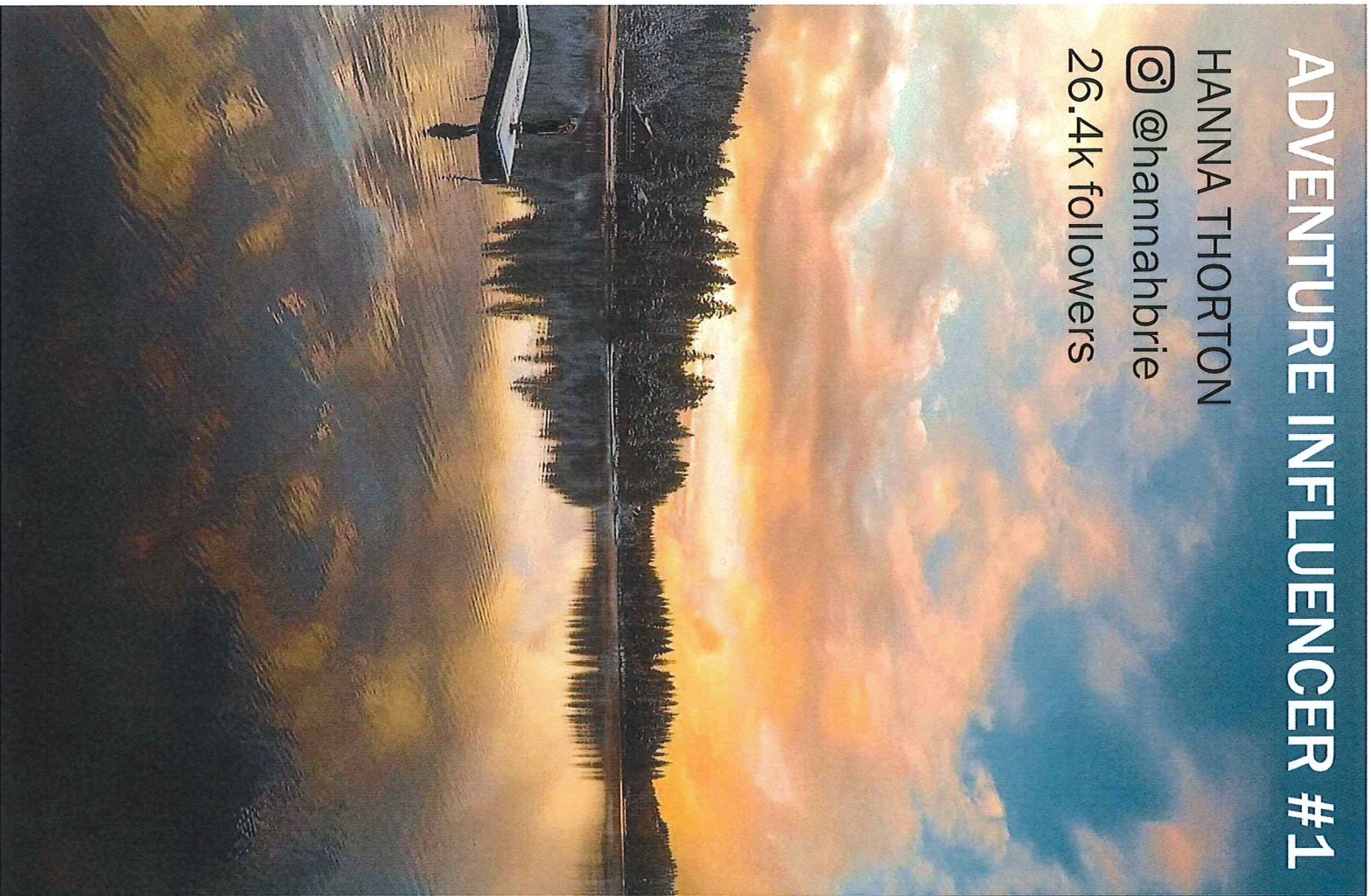


# ADVENTURE INFLUENCER #1

HANNA THORTON

📷 @hannahbrie

26.4k followers



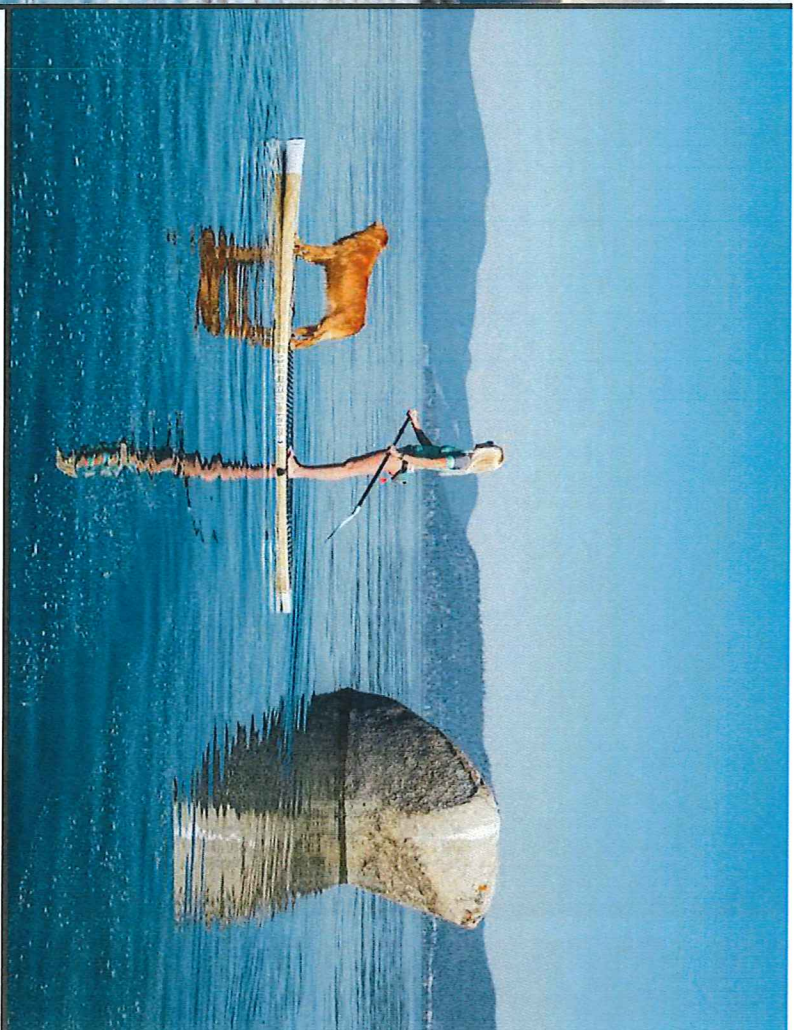
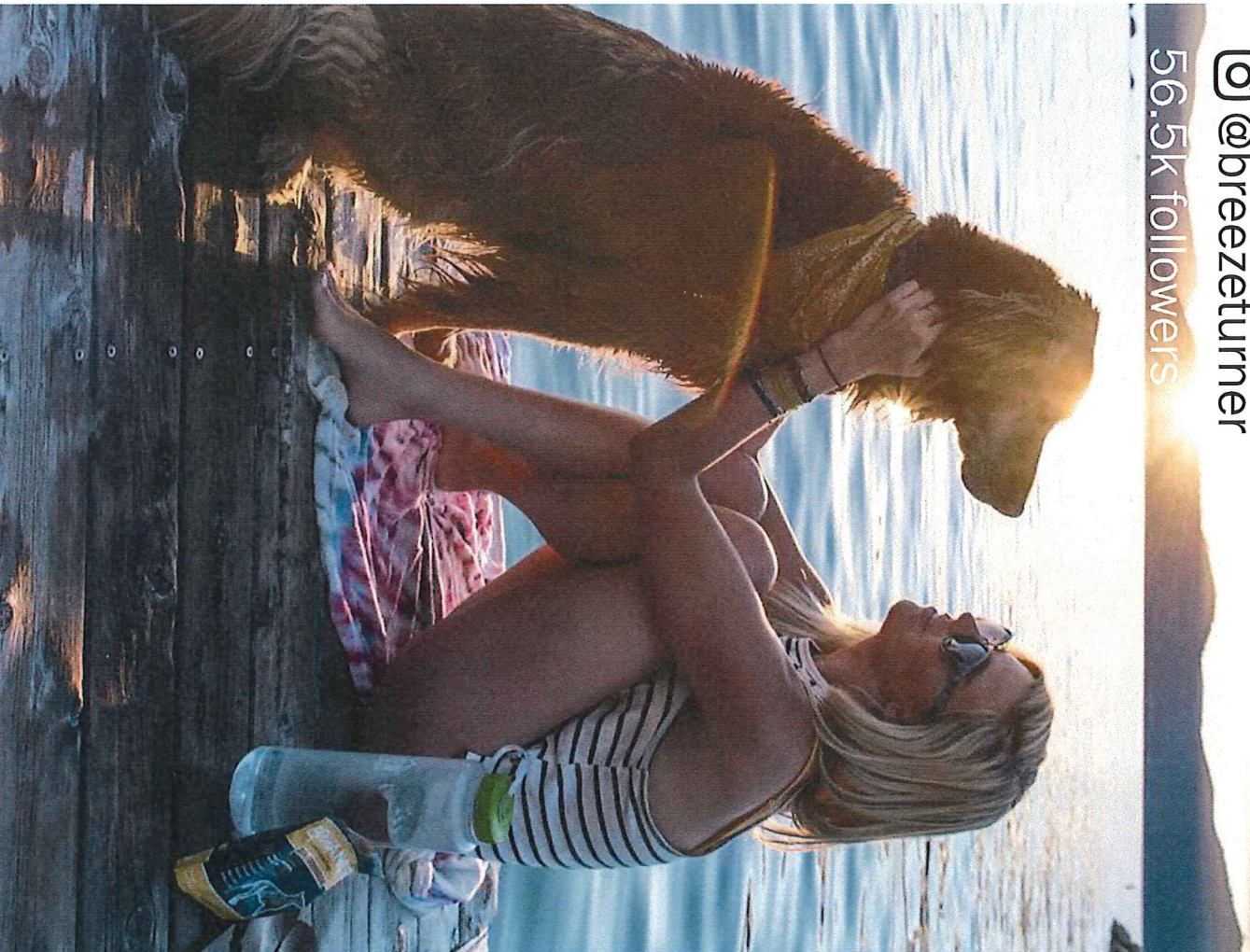
- Reno-Tahoe features & audience - hits our in-market targeting
- Perfect fit for our "Athlete" messaging
- Beautiful photography
- Shows action and people in posts
- *Potential con:* No website/blog

# ADVENTURE INFLUENCER #2

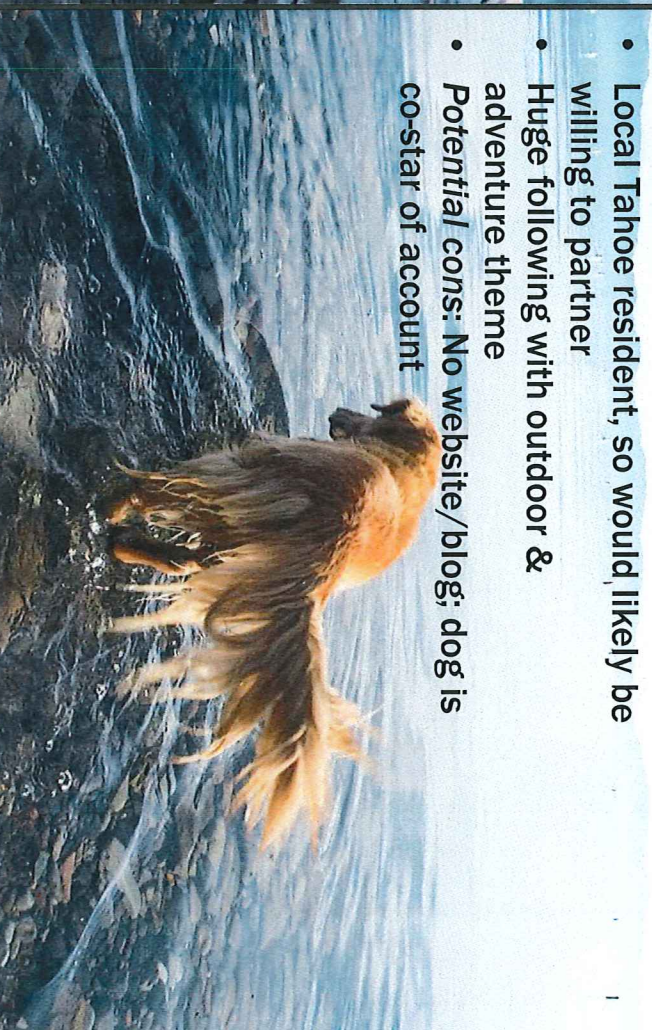
BREEZE TURNER

@breezeturner

56.5k followers



- Beautiful photography and active in Tahoe area
- Local Tahoe resident, so would likely be willing to partner
- Huge following with outdoor & adventure theme
- Potential cons: No website/blog; dog is co-star of account



# ADVENTURE INFLUENCER #3

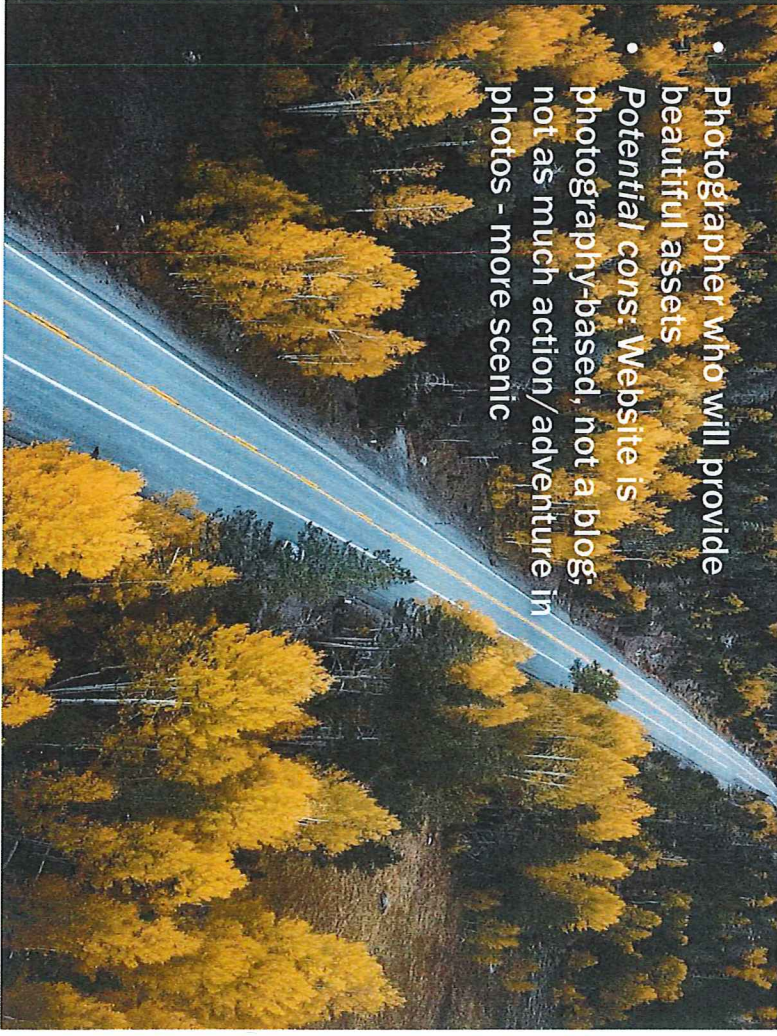
GLENN ROBINSON

@glennleerobinson

11.3k followers



- Photographer who will provide beautiful assets
- Potential cons: Website is photography-based, not a blog; not as much action/adventure in photos - more scenic



# FAMILY INFLUENCER

Emily Farren

📷 @emilyfarren

22.6k followers

- Reno resident with huge lifestyle brand (@twopasinaprada)
- High-quality photos that feature scenery and family activity
- Hyper-targeted audience fitting with our in-market targeting efforts
- Visits Tahoe often
- Potential cons: We wouldn't likely be eligible for feature on her website (nor would it be targeted)



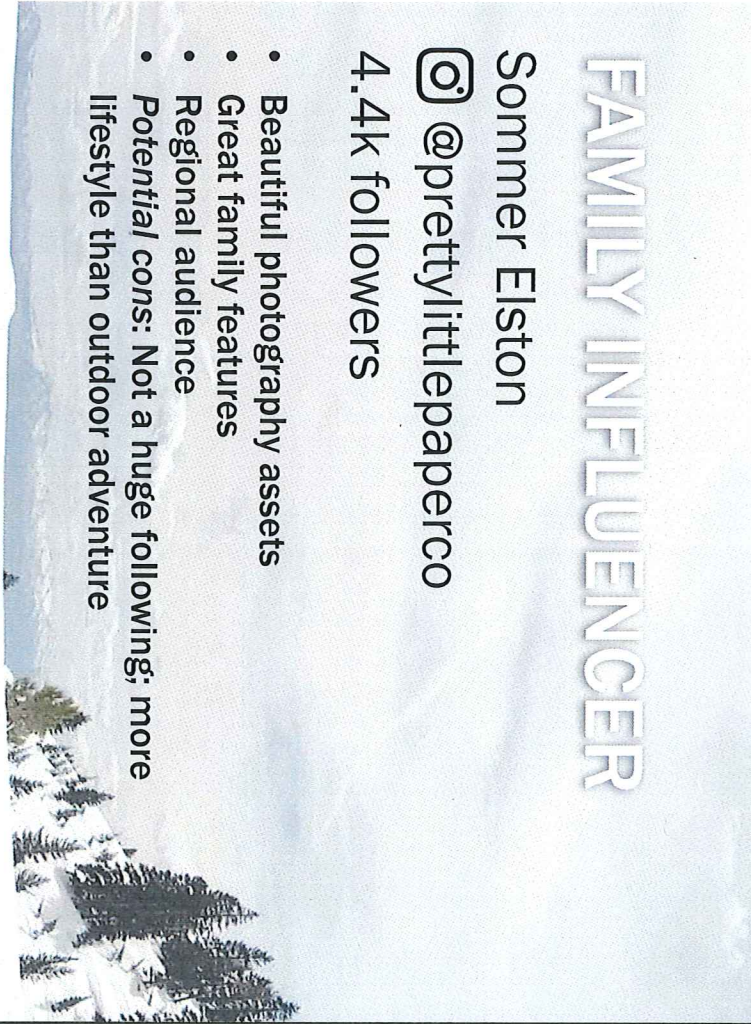
# FAMILY INFLUENCER

Sommer Elston

 @prettylittlepaperco

4.4k followers

- Beautiful photography assets
- Great family features
- Regional audience
- Potential cons: Not a huge following; more lifestyle than outdoor adventure



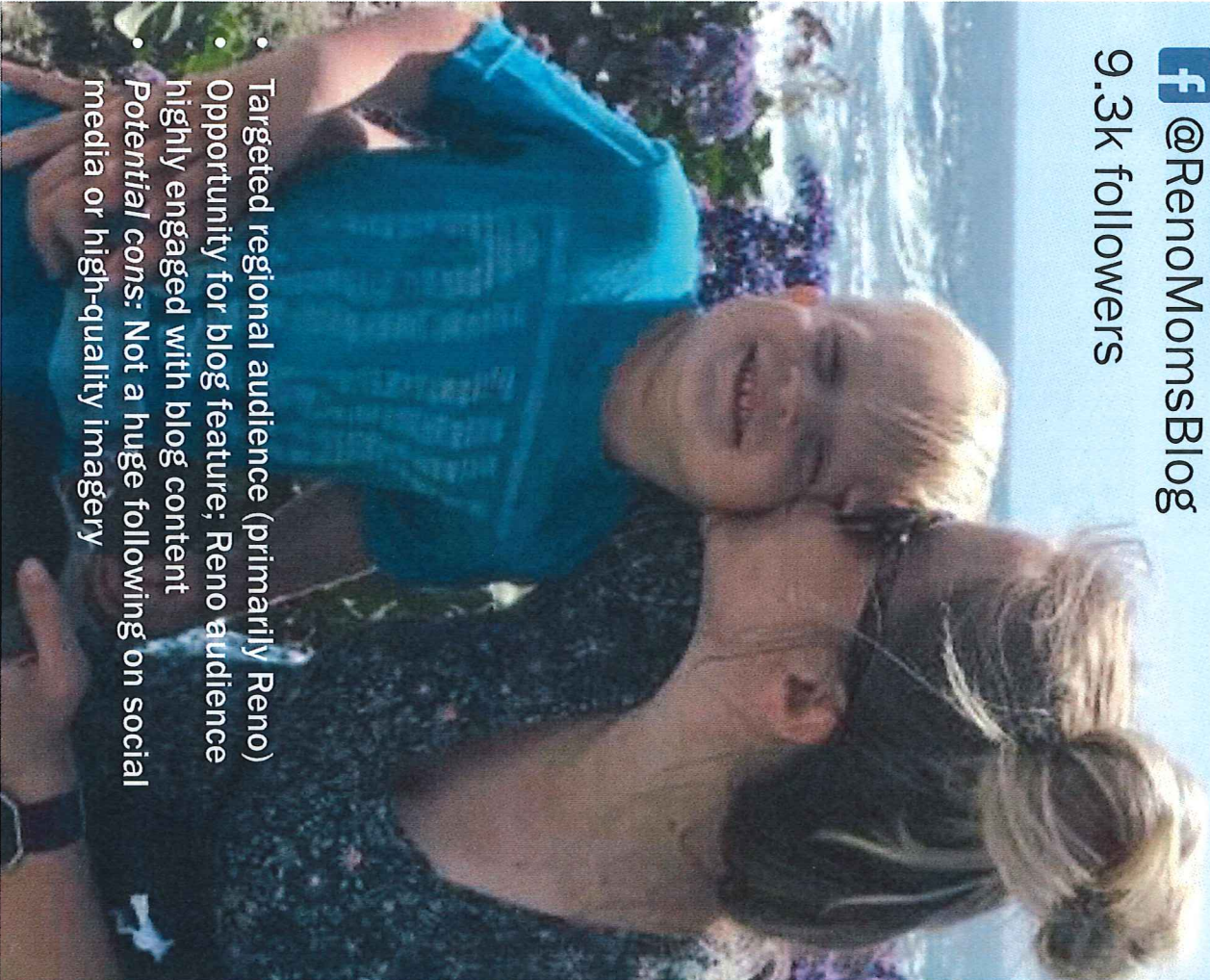


# FAMILY INFLUENCER

Reno Mom's Blog

 @RenoMomsBlog

9.3k followers



- Targeted regional audience (primarily Reno)
- Opportunity for blog feature; Reno audience highly engaged with blog content
- Potential cons: Not a huge following on social media or high-quality imagery

