

Business Association and Chamber Collaborative
Meeting Minutes
January 12, 2017 at 8:30 a.m.
Tahoe City Visitor Center

BACC Committee Meeting

January 12, 2017

Meeting Called to Order at 3:13

In attendance: Jody Poe, Connie, and Lisa via telephone. Natalie, Stacie, Caroline, JT, Dawn, Sandy, Joy, Lindsay, Amber, Stephen

- Stacie reviewed the weather warning by Placer County who is asking for an approval by BACC to release the prewritten wording to the public. Changes were made as the Committee recommended. This will be reviewed by Placer County and posted onto their website, and to put out over social media and on websites. Sandy emailed everyone the copy to distribute once it has been approved by Placer County.
- Minutes approval. Last bullet point. Tahoe Sierra Century Ride discussion is stricken. Move to approve, Joy,
Will approve minutes next meeting, no quorum.
- Touch the Lake Review by Connie. Nine lodging partners are confirmed. Digital map has been updated. Website is in process of being updated, will be updated this week. Touch Lake Tahoe Fact sheet has been distributed. Social media postings have been going on for about a month. Businesses featured will be promoted on Social Media .
 - Prize is still being determined for photo contest. Possibly will be provided by one of the businesses involved.
 - Social media graphics will be provided for the use of the properties.
 - JT pointed out that on the map, Tahoe Art Haus sa, Tahoe City Winter Sports park among others say they are in Incline Village. Connie said they will provide a reprint. Please return any maps that have been distributed.
 - Amber asked how to access the digital map. It is accessed through gotahoenorth.com/touchlaketahoe and also listed under Winter Activities, Touch Lake Tahoe
 - Sandy suggested a slider on the front page, to make it easier to find. JT will put it under featured events. For the slider he will need a custom photo and incorporate into current theme, Human Nature.
 - Amber suggested taking some of the other season events on the first page of Things to Do, and add Touch the Lake there.

- Joy asked for specification on Touch the Lake under measurement, Engagement should increase 50%, (click-throughs).
- Social Media message listen to 44:37 When will the promoting be stopped?
- Shop Local Contest cards were all dropped off

Stacie Lyans left the meeting at 4:03

Skip ahead in agenda to talk about year-long Shop Local promotion.

- Natalie reviewed questions that she had about the original vision of the website and long term program and how we move forward and be self-sustainable.
- Joy offered feedback, and said that the associations would get stickers from NLTRA, then we would deliver them. Says stickers are selling well.
- Caroline pointed out that this program is supposed to self-fund itself from the sale of stickers. Sandy pointed out that there is no ROI in this program in order to fund employee's time.
- Joy needs stickers now.
- Amber suggested adding this as a member benefit.
- Lindsay added that there isn't a push for the website and explained that the sticker is for branding.
- The website would show you who is supporting Shop Local so that the consumer would want to do business with them. Amber expressed her concern about the desire for the general public to visit the website.
- Sandy pointed out that many of the Shop Local businesses listed are not participating recently (ie: ordering stickers, etc.) Lindsay pointed out that originally it was a one-time buy-in, to show who was taking part in supporting the program.
- Discussion regarding the best place to place the website/Shop Local program online.
- Caroline suggested that collectively we build a Shop Local page that would highlight the program, the holiday contest. Lindsay said that is what this site is intended for and that maybe the links could perform better. It was intended to be a page for a one stop place to display all the information.
- Lindsay pointed directed to the budget document Natalie provided and the Shop Local small budget for website advertising, which was prior to the fiscal year. Discussion regarding the prior budget tracking. Lindsay suggested to find out where exactly we are in the budget and we will as soon as the Accounting department returns.
- Sandy suggested looking at the true objective of the program and how do we meet that objective with minimal staff time. She gave an example of a way we could reduce NLTRA staff time in delivering stickers/fulfilling orders. Perhaps, the business associations have a supply of stickers and they fulfill and deliver them to those businesses in their areas.
- Sandy suggested that Shop Local needs to be on the sticker if that is the messaging of the sticker because the sticker is popular and selling well. How do you tie to the sticker message? Lindsay suggested adding the wording at the top and the bottom and those who only want the graphics can cut off the top & bottom, but at least it is getting the brand out.
- Natalie suggested getting a landing page and it's not about people finding the link on their own. Sandy said that the website will be changed, and it will be easier to find. We can find a way for businesses to buy into it and there needs to be a clear message. Lindsay says it is important for the website to be updated. Sandy pointed out that the holiday contest was updated.

Stephen Lamb left the meeting at 4:32

- Caroline asked to find out what needs to be done, Natalie pointed out that a decision needs to be made regarding what changes need to be made and funding...discussion.
- Sandy said \$5,000 for the holiday contest but this doesn't have a guaranteed return, and we may want to eliminate the Shop Local website and just push out the message.
- Amber asked about other similar programs. She suggested another contest that is not holiday specific. Lindsay said there is a lot of manpower that goes behind it. Sandy said she doesn't think a year-long contest but rather an ongoing message, in social media and as a brand.
- Natalie pointed out that we could provide the branding, and can provide a zip file and general fact sheet/poster with a one page information sheet/message kit that they can put on their websites/they can push it out. Each entity can use the logo/information how they choose. We would be providing the message. There would then be a landing page, and each business/organization would provide their own pages, but with a similar look. This would make it better for everyone/all businesses. Natalie suggested giving them each Association admin authority on the main Shop Local facebook page.
- Lindsay suggested having the landing page could be an informational site for businesses to order kits, etc. and would have minimal maintenance.
- Is there a way to find out how many businesses are involved? Who they are? JT said you can pull the information from the admin end of the website to see where the traffic is coming from.
- Sandy said there are 74 businesses currently on the site
- Discussion about how much money was contributed when it was originally launched.
- Suggested to table the conversation until next meeting.
- Lindsay reviewed how many visits with a peak in the summer months and over the holidays, which shows that the website is getting enough visits to warrant keeping it going.
- Shop Local drawing
 - Cheryl Knapp from Suffern NY won for vacation package
 - \$500 goes to Brook West from Oakland CA
- Meeting Adjourned At 5:06 p.m.



Touch Lake Tahoe Update

January 12, 2017

Vision: The Touch Lake Tahoe campaign, coordinated by the North Tahoe Business Association Chamber Collaborative (BACC), encourages visitation of lakeside communities and businesses during the winter season.

Strategy:

- **Print:** Distribute “Touch Lake Tahoe” maps to ski resort lodging properties; provided to guests upon arrival. Maps highlight lakeside locations, best places to take photos, and coupons from lakeside businesses.
- **Social Media:** Continue to build momentum with the #touchlaketahoe hashtag via a photo contest that extends through winter months. The prize is big to encourage more users to participate (ex: 2017-18 lift ticket pairs to each resort, return trip to NLT, etc.)

Content

- **Print Map and Coupons:** The Touch Lake Tahoe maps have been finalized and 5,000 copies have been printed. The map includes 17 coupons representing all regions and types of businesses.
- **Digital Map:** Interactive digital map has been updated to reflect all businesses that provided coupons.
- **Website:** Updates to the copy on the website complete.
- **Touch Lake Tahoe FAQ:** Developed and distributed to businesses providing coupons and businesses distributing maps. Included at end of this report.

Map Distribution

- Maps distributed to following locations: Village at Squaw Valley, Red Wolf Lodge, PlumpJack Squaw Valley Inn, Olympic Village Inn, Tahoe Luxury Properties, Tahoe Rental Company, Agate Bay Realty and Northstar California. Both Visitor Centers will also carry and distribute the map.

Social Media

- Twice a week social media posting has begun.
- Each business that provided a coupon will be featured on social media one time.
- Social media contest is live. Still in the process of determining a prize.
- Social media toolkit and suggested posts distributed.
- Total use of #TouchLake Tahoe to date: 192

Advertising

- Social Media Advertising plan and strategy to be presented at meeting.



Measurement (as set forth by Placer County)

Campaign objective:

- Increase visitor participation in specific in-market marketing initiatives by 10% as compared to FY 2015-16.

Objectives for printed map/coupon book:

- Distribute 10,000 maps to in-market ski resort lodging guests.
- Have 14 businesses provide coupons for map.
- Have 10 percent of coupons distributed turned in to businesses.

Objectives for digital and social:

- Increase the number of hits on social media channels from in-market promotions (Touch the Lake, Peak Your Adventure...) by 10% over FY 2015-16.



- **Vision:** The Touch Lake Tahoe campaign, coordinated by the North Tahoe Business Association Chamber Collaborative (BACC), encourages visitation of lakeside communities and businesses during the winter season.
- **Purpose:** This season the BACC launched the Touch Lake Tahoe map to provide visitors in-market with a collateral piece that provide transportation routes, information about lakeside communities and series of coupons for lakeside businesses. The goal of the map is to increase awareness of the proximity of lakeside towns and drive incremental visitation. The printed map will accompany a digital map and social media photo contest on North Lake Tahoe's social media pages.
- **Campaign Length:** January 1 – April 30
- **How the Touch Lake Tahoe Maps work, if you are distributing the map:**
 - Participating lodging mountain properties, private rental companies as well as the Incline Village Visitors Center and the Tahoe City Visitors Information Center have agreed to pass out the map to guests staying multiple nights.
 - Please provide maps to guests at check-in and encourage them to look it over and learn about the areas around where they are staying.
 - Encourage them to visit North Lake Tahoe on Facebook to share pictures of their adventures with the hashtag #TouchLakeTahoe for a chance to win a prize package.
- **How the Touch Lake Tahoe Maps work, if you provided a coupon:**
 - 5,000 copies of the maps with coupons will be distributed January 2, so businesses and employees can expect to begin receiving them at that time.
 - All coupons are printed in color; no color or black and white copies should be accepted.
 - Please keep track of how many coupons are turned in. You can either keep the physical coupon or keep a tally.
 - Coupons list blackout dates, disclaimers and other important information to note.
 - Encourage guests using a coupon to visit North Lake Tahoe on Facebook to share pictures of their adventures with the hashtag #TouchLakeTahoe for a chance to win a prize package.

If you run out of maps or have questions, contact Connie Liu at connie@theabbiagency.com.

Shop Local Contest Results

2016	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue	Leftovers
Northstar	87	19	\$300	\$ 25,550	550
Squaw	69	22	\$300	\$ 19,325	186
Tahoe City / NLTRA	397	33			
West Shore / NLTRA	0	5	n/a		140
Incline Village	68	10	243.01*	\$ 16,525	647
Kings Beach/NTBA	33	22	\$231	\$ 7,650	
Truckee	380	55			
Other					
Totals	1034	163		\$ 69,050.00	

2015	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	25	12		\$ 29,025
SVBA	148	21		\$ 29,100
TCDA	361	29		\$ 115,400
West Shore	1	2		\$ 275
NLTRA - HH	4	40		\$ 3,425
ICBA	150	9		\$ 21,075
NTBA	46	18		\$ 10,175
Truckee Chamber	650	61		\$ 181,700
Other	57			
Totals	1442			\$ 390,175.00

2014	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	139	17	287	\$ 39,825
SVBA	77	21	270	\$ 20,800
TCDA	231	19		
NLTRA	326	21	274	\$ 151,647
ICBA	64	26	230	\$ 14,300

Visitor's Guide Prices

Placement	Regular Price	Chamber Member Price
Back Cover	\$2700	\$2500
Inside Front Cover, page 1	\$2400	\$2200
Inside Back Cover, pages 2,3,4,5 & 6	\$2300	\$2100
Full Page	\$1995	\$1795

***Discount Offered to Business Association Members*

Neighborhood Listings:

Emily will be emailing each region to get summer updates.

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