



**AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

Thursday, April 20, 2017, 9:00 a.m.

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*

*Stacie Lyans
Tahoe City Downtown Assoc*

*Rob Weston
West Shore Assoc.*

*Lisa Nigon
West Shore Café*

*Brad Perry
Incline Community Business
Assoc.*

*Amy Kylberg
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

*Jody Poe
North Tahoe Business Assoc.*

*Ava Hinojosa
Incline Village/Crystal Bay
Visitors Bureau*

*County Representative
Erin Casey*

Quorum

*Majority including 1 NLTRA
Board Director*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

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

- 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 (Pg. 1-3)**
 - 1. Thursday, February 9, 2017

Discussion & Strategy:

- E.** Touch the Lake Campaign Update – Connie (5 Mins)

Action Items:

- A. MOTION:** Discuss & Possibly Approve Peak Your Adventure Campaign - JT, Connie, Amber (20 mins) (**Pg. 4-6**)
- B. MOTION:** Discuss & Possibly Approve High Notes Campaign - JT, Connie, Amber (20 mins) (Pg. 3-6) (**Pg. 6-9**)
- C.** Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- D.** Adjournment



north lake tahoe

Chamber | CVB | Resort Association

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, March 9, 2017, 3:00pm

Tahoe City Visitor Center

Meeting Minutes

- A. Call to Order - Establish Quorum-3:08 p.m.
In attendance: Eric Pilcher, Stacie Lyans, Jody Poe, Lisa Nigon, Joy Doyle, Connie Lui, Ava Hinijosa and Amy Kylberg via telephone. Amber Burke, Natalie Parrish, JT Thompson, Sandy Evans Hall, Dawn Baffone. Ava Hinijosa joined the meeting at 3:40 p.m.
- 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.
- No Public Comments.
- C. Agenda Amendments and Approval-**Amendment to move the TCDA Grant Proposal up on the agenda to the position of item G.**
- D. **Approval of the Meeting Minutes-MOTION**
1. Thursday, February 9, 2017
M/S/C Lisa/Eric/4-0-0 Joy & Stacie abstained. Motion passed.

Discussion & Strategy:

- E. Touch the Lake Campaign Update – Connie
- Natalie distributed a Touch the Lake Update Report
 - Connie reported that coupons are being accepted through the end of April and response tracking is beginning. So far no major problems but public needs a better awareness about the campaign concept and it will become more recognizable as time goes by.
 - Connie reported that a Touch the Lake tool kit was provided to all the Board members.
 - Connie reviewed the data regarding the social media campaign which was distributed. Campaign entries are low and it could be due to the changing ways people are engaging on Social Media. She is working with Natalie on the contest prize.
 - Strategy moving forward: Photo contest until March 31, but the coupons will end at the end of April in order to continue throughout the ski season.
 - Amber said this weekend we will have a booth at the World Cup and will provide the Touch Lake Tahoe Maps as the main map resource.
 - Supplies at lodging properties will be checked with a follow up email by Connie.
 - Joy asked if the coupons are being turned in, and Connie said she will ask again via email and telephone calls.
 - Joy asked about the prize and Connie said she is working with Natalie to create the prize. Joy suggested that the coupon advertisers might be contacted for prizes, although there is not a lodging partner on the map. The prize will be donated and not purchased.
 - All the map mistakes were corrected and reprinted and none of the incorrect maps were distributed.
 - Connie said she provided Natalie with online comments about the campaign.
 - Discussion about concern if maps are being distributed. Follow up was requested to find out if they are being distributed and that the coupons are getting circulated.

- Joy asked about the point system that we currently have. Amber said there will still be a point system but it will need to be reviewed.
- Sandy described that there was a prequalifying point system and then a list of criteria that was used for judging.
- Joy suggested eliminating some of the questions.
- Eric added that he recently filled out a comparative application that was 26 pages, so it is not uncalled for.
- Joy pointed out that all the information is online and not part of the application. Amber agreed and said that making the criteria more clear will help make the application better understood.
- Natalie suggested that if it is online, to make it in a way that it can be saved.
- Joy suggested a progress bar. Similar to a survey you can save, or automatically populate into a spreadsheet that can be designed.
- JT suggested an editable PDF.
- Target date to get in online is July and begin the first notification with a link.
- Sandy said there are many ways to do it online.
- Amber reviewed the Discussion Points outlined in the distributed copy.
- She would like to present this to the Marketing committee at the end of March and present to the Board of Directors in April and the Scope of Work for the May Board of Directors meeting.
- Joy pointed out that the funding cycle information/timeline is very important. Amber said she would add that in.
- Natalie asked about the survey and Amber said she has questions ready to go and they have been sent to sponsors for them to plug into their already existing surveys.
- Eric said it is easy for the bigger events to add the information to their survey, but with the smaller events you may want to have your own form/survey.
- Amber pointed out that ticketed events have contact info and free events you don't, and she is looking at improving tracking results.
- Joy suggested that there would be an opt-in box to participate in other surveys, organizational emails.
- Discussion about communicating the necessity of surveys to the sponsors.
- Joy pointed out that it may be beneficial to put a general amount of sponsorship money available.
- Discussion about language to use for the grant, for example, "Small Market Grants that range from..." and, "we are looking at xx events" or "there is 50,000 for the year for all sponsorships".

MOTION: Approve Revised Special Event Grant Program and Process

M/S/C (Joy/Stacie 6-0-0) Motion passed.

- H. MOTION – Discuss & Possibly Approve Long Term Shop Local Campaign Website Decision – Natalie
- Natalie reported that spoke with Cassie and that she is interested in participating in the branding. They spoke about moving the website to the NLTRA website and she said as long as the Truckee Chamber was recognized, they would proceed with deciding if they would be onboard. Website updating on a regular basis would be a necessity.
 - Natalie reviewed the budget and transaction detail she provided.
 - Lauren Shearer needs to be paid for approx. \$120.00 and isn't listed due to an accounting error.
 - The difference between the 3 different "shopping" programs was discussed. Natalie suggested describing/listing the 3 different shopping programs on the website.
 - Sandy suggested postponing this discussion until Lindsay can be a part of the discussion.
 - Stacie asked about what happens to the \$20,000 if not spent. Natalie said that the website will use much of the money and other components like photography and that budget will be created.
 - Joy suggested reaching out to Colleen in addition to Lynn for help.
 - Lindsay was going to provide us with the google analytics on the website.
 - Natalie said we should compare that information to some of the standard comparisons.
 - Natalie stressed that she made it clear that she stressed to Lindsay and Lynn that we want them to be a part of the discussions.
 - Natalie stressed that the businesses have to incorporate the program.

- Stacie noted that TT Radio, Sierra Sun, Moonshine Ink is not included (sandy said the invoices just came in) but Stacie may have some others she could suggest that may not be included on the list.
- No Motion.

A. MOTION: Grant Presentation a. TCDA – Stacie Lyans

- Stacie reviewed the Grant Proposal she provided in the meeting.
- No questions were asked

MOTION: TCDA Grant Proposal Approval

M/S/C (Joy/Lisa 4/0/0 Eric Recused. Ava was not present. Motion passed.

- Discussion about leveraging the PR with the application.

B. Committee Member Reports/Updates from Community Partners

- Amber: May 11 Amgen, needs race stations manned with volunteers.
- Joy: KB Snowfest! this weekend
- Sandy: Community Awards Banquet April 6th, Silent Auction donations needed.

C. Adjournment

- Adjourned at 4:50pm



BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY PROPOSED PLAN

Client and/or Project Name: BACC: Peak Your Adventure

Completed by: The Abbi Agency

Project Dates/Timeline: April 15 2017 – September 30, 2017

Goal

The BACC Peak Your Adventure program aims to drive in-market visitors to mountainside communities and encourage engagement, both physically and online, between the months of June and September.

Description

The Abbi Agency suggests a continuation of the map and coupon strategy that was developed for the BACC during the Touch Lake Tahoe campaign that took place throughout the 2016-17 winter season. This map will include coupons to mountainside businesses and activities as well as engaging content about the area and the available activities.

The map will be supported digitally through targeted social media ads, a season long social media contest and a digital map and coupon piece. Both the map and digital outreach will focus on real life experiences and owned photography to show the diversity of recreation opportunities to a visitor in North Lake Tahoe.

The maps will be distributed to guests checking in at hotels and vacation rentals, as well as the visitors' center and on counters at participating businesses.

Objectives

- Distribute 10,000* maps within the North Lake Tahoe area to lakeside lodging guests (*dependent on printing costs).
- Have a minimum of 12 businesses provide a coupon for the map.
- Throughout the summer season, have 10 percent of coupons distributed turned in to the businesses.

Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from key drive and fly markets with a propensity for adventure and recreation.

Strategies

In order to ensure, the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

- Partner Activation: Work closely with partners and employees at distribution sites to

BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY PROPOSED PLAN

ensure maps are being promoted properly (in-person onboarding, boilerplate, toolkits).

- Digital Activation: Use social media marketing to increase awareness for in-market visitors, and disseminate engaging information on GoTahoeNorth.com.
- Digital Coupons: Implement a digital coupon book to increase usage and longevity.

Tactics

- Design a printed map and corresponding digital map.
- Design a PYA for North Lake Tahoe Visitors Guide.
- Conduct map outreach, training and distribution with partner establishments.
- Update and manage the [PYA page](#) on GoTahoeNorth.com with engaging copy and images.
- Launch a digital coupon book that compliments printed map and include on-site education to partners for redemption.
- Social media promotion, including posting on North Lake Tahoe 2x/week, conducting one season-long photo contest, and providing a social media toolkit to BACC members for posting.
- Boost social media posts with geo-targeting to attract visitors in the area on Facebook and Instagram.

Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

Budget

The total project budget for Peak Your Adventure is to not to exceed \$20,000.

- Design: \$4,000
 - Map Creation (Design, two edits, digital map creation)
 - Ad Creation (NLT Visitors Guide full page ad)
 - (Note: additional \$1,500 to make map interactive and associated copy)
- Project Management & Map Outreach: \$7,357
 - Reaching out to businesses for coupons/distribution, conducting distribution, creating FAQ sheet for map distribution
 - Attending meetings, providing reports, ongoing communications, updating PYA webpage, management of digital coupon book
 - Cost of Coupontools service (digital coupon book tool), managing system set-up and

BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY PROPOSED PLAN

educating distribution partners

- Social Media Management: \$3,000
 - Posting on North Lake Tahoe 2x week, conducting one season-long photo contest, providing social media toolkit to BACC members for posting
- Advertising: \$3,795
 - Social Media: Geo-targeting visitors in the area on Facebook and Instagram
 - Print: North Lake Tahoe Visitors Guide (to be paid by NLTRA directly)
- Peak Your Adventure Banners: \$792 (Note: these were created in 2016, but the budget was allocated out of 2017)
- Printing: To be determined from remaining budget (\$1,848 remaining)

Client and/or Project Name: BACC: High Notes

Completed by: The Abbi Agency

Project Dates/Timeline: April 15, 2017 – September 30, 2017

Goal

The BACC High Notes program aims to encourage attendance of the free summer musical offerings in North Lake Tahoe between the months of June and September, as well as increase ticket sales of summer music festivals.

Description

The Abbi Agency suggests a continuation of in-person and online promotion of the High Notes brand that was established during the 2016 summer season. Using assets previously developed, including images and videos, as well as new creative promotional tools, like an interactive schedugraphic and custom printed coasters, High Notes will continue to engage with an audience who is already in North Lake Tahoe. This summer, a greater emphasis will be placed on partner activation to promote the brand message in addition to social media outreach, digital engagement, and informative printed materials.

Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets.

Strategies

To continue communication of the High Notes brand and to fully communicate all that High Notes has to offer to the target audience, the following developed assets will be utilized:

- High Notes logo, color palette and fonts.
- Hi-res images from previous years' events.
- Videos from Kings Beach, Squaw Valley and Tahoe City music events.
 - *Note: A video for Northstar California will be filmed during this campaign.*

In order to ensure the program has sufficient distribution, awareness and engagement, the agency will work to pursue the following strategies:

- **Digital Outreach**
Connect with travelers when they arrive in market to begin message awareness, while highlighting both User Generated Content (UGC) and owned content with High Notes branding on social media.
- **Grassroots Activation**
Activating in-market visitors to engage with campaign, promote awareness through

frequented establishments such as bars and restaurants, activate with partners (through boilerplate and toolkits), and partnering with local radio station.

- **Social Activation**
Increase engagement and awareness through social media “take overs”, one summer-long photo and video contest, and social media “live” streaming.
- **Advertising**
Obtaining wide spread messaging through local, in-market advertising, including print, social and radio.
- **Creative Development**
Complete creative development initiatives from previous year and design, print and distribute creative assets to promote event throughout the community.
- **Monitoring and Measuring**
At the end of each month, The Abbi Agency will compile a report of all High Notes social media results to keep the team informed on campaign performance.

Tactics

- **In-Person Activation:**
 - Place printed schedugraphics and rack cards at establishments in North Lake Tahoe.
 - Provide restaurants and bars with custom-printed coasters with line-up and concert series information.
 - Include High Notes information in Peak Your Adventure maps.
- **Digital Outreach:**
 - Update High Notes page on GoTahoeNorth.com to include schedugraphic, images and videos.
 - Conduct one High Notes Instagram Takeover for each venue to promote weekly music with band or performer.
 - Conduct one Facebook Live from each weekly event venue (total of four).
 - Promote owned videos and images on the North Lake Tahoe Facebook, Twitter and YouTube accounts 2x/week.
 - A series of three (3) social media ticket giveaways.
 - *Giveaway avenues TBD, but may include radio station partnership, social media, and website giveaway.*
 - Feature High Notes Snapchat filter at all High Notes events.

- **Advertising:**

- Print advertisement in the North Lake Tahoe Visitor's Guide.
- Social media ad buy to in-market audience members on Facebook, Twitter and YouTube.

Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

Budget

The total project budget for High Notes is not to exceed \$20,000.

- Project Management: \$3,500
 - Attending meetings, providing reports, ongoing communications, and updating High Notes webpage copy, creating toolkit/talking points for BACC partners, reaching out to businesses for distribution of rack cards/coasters (not including distribution)
- Social Media Management: \$5,000 - \$8,000
 - Posting, contests, social toolkit for BACC partners/venues, 4 band takeovers on Instagram, 2-4 Facebook Lives, plus boosting
- Advertising: \$4,000 - \$6,000
 - Print (NLT Visitor's Guide), Social Media advertising
- Design: \$2,500 - \$4,500
 - Rack Card, Coasters, making schedugraphic interactive
- Video: \$750-\$1,000
 - Film Northstar California event
- Snapchat Filter: cost TBD
- Printing: costs TBD