



## north lake tahoe

Chamber | CVB | Resort Association

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

Wednesday, December 11, 2013 – 9:00am  
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*

<b>Business Association and Chamber Collaborative Members</b>	<b>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</b>
<p><b><u>NLTRA Board:</u></b></p> <p><b>Kaliope Kopley</b> <b>Eric Brandt</b></p> <p><b><u>Committee Members:</u></b> <b>Caroline Ross, Chair</b> <i>Squaw Valley Business Assoc.</i></p> <p><b>Steve Hoch</b> <i>Tahoe City Downtown Assoc.</i></p> <p><b>Kay Williams</b> <i>West Shore Assoc.</i></p> <p><b>Mike Young</b> <i>Incline Community Business Assoc.</i></p> <p><b>Amber Whitman/Jessica Whalen</b> <i>Village at Northstar Assoc.</i></p> <p><b>Joy Doyle</b> <i>North Tahoe Business Assoc.</i></p> <p><b>Michael Gelbman</b> <i>Sierra Sun</i></p> <p><b>Ginger Karl</b> <i>North Lake Tahoe Chamber/CVB/Resort Association</i></p> <p><b><u>County Representative</u></b> <b>Dave Snyder</b></p> <p><b><u>Quorum</u></b> <i>3 members including 1 NLTRA Board Director</i></p>	<p>A. Call to Order - Establish Quorum</p> <p>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)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (<b>Motion</b>)</p> <ul style="list-style-type: none"><li>• November 13, 2013 Meeting Minutes</li></ul> <p>E. CEO Update – Sandy Evans Hall (5 minutes)</p> <p>F. BACC Appointments (10 minutes)</p> <ul style="list-style-type: none"><li>• TCDA – Dave Wilderotter</li><li>• WSA – Rob Weston</li><li>• NTBA – Michael Gelbman</li><li>• Squaw – Stephen Lamb</li><li>• Northstar - ?</li><li>• Incline - ?</li></ul> <p>G. \$30,000 Lakeshore Funding – Criteria and Metrics (30 minutes)</p> <p>H. \$50,000 Product Development – Scope of Work (30 minutes)</p> <p>I. Shop Local - Joy Doyle &amp; Team (5 minutes)</p> <p>J. Committee Member Reports/Updates from Community Partners (5 minutes – 1 Minute each)</p> <p>K. Adjournment</p>

This meeting site is wheelchair accessible

Posted and Emailed-12/10/2013



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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

Wednesday, November 13, 2013 – 9 am

North lake Tahoe Visitor Information Center

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kali Kopley, Eric Brandt, Joy Doyle, Steve Hoch, Caroline Ross, Michael Gelbman, Kay Williams, and Mike Young

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ginger Karl, Judy Lavery, and Jessica Walker

**OTHERS IN ATTENDANCE:** Connie Stevens, Paul Raymore

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

1. The Membership Advisory Committee meeting was called to order at 9:02 am by Caroline Ross and a quorum was established.

#### **B. PUBLIC FORUM**

1. There was no public forum

#### **C. AGENDA AMENDMENTS AND APPROVAL**

1. Steve would like to amend to include discussion about \$50,000 funding
2. Andy is unable to attend so we will remove the marketing item.

**M/S/C (Hoch/Doyle) (8-0-0) to approve the BACC Agenda for November 13, 2013 with amendments as discussed**

#### **D. APPROVAL OF THE MEETING MINUTES**

**M/S/C (Williams/Hoch) (6-0-2 abstention Kopley, Brandt) to approve the BACC minutes from September 11, 2013**

#### **E. CEO Update – Sandy Evans Hall (20 minutes)**

1. Sandy introduced the new Membership Manager, Ginger Karl
2. BACC Proposed Changes
  - i. The proposed changes for the BACC are written out in detail in the packet. The purpose of the proposed changes is to better coordinate the product development of North Lake Tahoe through efforts of the Business Associations in order to deliver on the promise provided to potential visitors through the destination marketing strategy. Also this change will broaden the community engagement in the product development process and create greater alignment between the BACC, the Lodging Committee, and the Marketing Committee.
  - ii. The committee is very supportive of the change and excited about the new opportunities it will bring.

#### **F. Meeting Schedule Date & Time, Time Limit**

1. With the changes in the structure of the committee it was suggested that we move the meetings back to once a month.
2. There was a discussion about timing of the meetings and it was decided that we would keep the meetings on the same schedule, with the exception of the Jan, Feb, and March meetings being moved to the second Thursday at 2pm. Starting at the April 9th meeting we will go back to the regular schedule.

#### **G. BACC Structure – Change in Bylaws, Recruitment, Timing**

1. The change in structure will require a change in the bylaws. That will be approved by the BOD in December.

2. Sandy passed out a draft change in the bylaws. The group requested that the specific dates are removed, that 'grant' is changed to 'fund' and that the wording is loosened from 'collateral pieces' to 'promotional initiative'
3. There was a discussion about how to identify additional members for the BACC.
4. Chair Caroline Ross recommended that each representative go out and solicits additional member from their area.
5. Main criteria being someone that can attend meetings. Looking for people that are actively involved in serving the community and can look at North Tahoe as a broad region. A one year commitment to serve on the committee is also requested.
6. It was requested to bring back recommendation to group in December, but send to group beforehand if possible.

#### **H. \$30,000 Lakeshore Funding – Criteria and Metrics**

1. This is intended to be an overall marketing strategy, working to build lakeshore business in winter, and ski resorts in summer. Could be event or promotion oriented. Could be a lighting program, or a special night with live music all around the lake.
2. There was a question if this a one-year project? Yes, but if successful can be recommended to do in future years.
3. It was decided that there would be a separate meeting, to come up with ideas. Touch the Lake, good starting point. No need to start a new idea, when we have good framework.
4. The \$30,000 is coming out of TOT marketing budget.
5. Kay, Steve, Mike G, Mike Y, Joy and Eric will be on a sub-committee to discuss and then come back to the December meeting with ideas.

#### **I. Product Development of \$50,000 from fund balance**

1. The Fund was left fairly broad in order to encompass everything that may be needed
2. There was a question about approval process through County. Are there any limitations on what the money can be spent on? No, as long as it aligns with the greater goal of the organization.
3. What are the steps to come up with the plan. Start drafting the principals of the plan.
4. There was a discussion about what the needs may be and what requirements may be needed.
  - i. We should look at the greater good for all the organizations, not individual needs.
  - ii. All organizations could use event management and marketing.
5. It was determined that the committee members would share their needs via email and will then look for commonality in needs. At the next meeting will we will discuss needs and start framework on how to spend the money.
6. Committee members are to determine and share needs via email by Dec. 1

#### **J. West Shore Marketing Grant Presentation**

1. Connie from the West Shore Association gave the Marketing Grant presentation. The WSA has extended their events from 3 to 4 events. Last summer they tried to move the splash in to Meeks bay, but that was difficult. They will be moving event back to Obexers and it will be a four-day weekend event around Father's Day.
2. The WSA mission is to increase tourism. Connie discussed the events that the WSA has on the table and the funding necessary for these.
3. Connie also discussed the budget which was provided in the packet.

#### **M/S/C (Kopley/Doyle) (8-0-0) to approve the marketing grant of \$10,000 to West Shore Association**

#### **K. Shop Local**

1. Printed 5,000 cards as well as posters. The badge has been created for people to use in web based promotion. Advertising with Sierra Sun and the Bonanza.
2. By 29th must have \$4,000.
3. Discussion about prizes.

#### **L. Committee Member Reports/Updates from Community Partners (10 minutes)**

1. Ginger reminded the group that Hospitality Holidays is coming up on December 4th.

#### **M. Adjournment**

1. The meeting was adjourned at 11:05