



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, December 14, 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, October 12, 2017
- E. BACC Budget & Calendar Overview – Natalie, Amber (5 Mins)

Discussion & Strategy:

- A. Shop Local Year Long | Shop Local Holiday Update & Discussion - Natalie (30 Mins)
- B. Touch Lake Tahoe Campaign Discussion & Update – Allegra, Amber (20 Mins)
 - a. Photo Contest Update (verbal)
 - b. Itineraries (print outs) & Web Page (www.gotahoenorth.com/touchlaketahoe)
 - c. Influencers: review of top 6 options (deck attachment)
 - d. Canvas Ads: presentation & review (verbal)
 - e. *Snow conditions discussion*
- C. Shopping Discussion & Update – Allegra, Amber (20 Mins)
 - a. Videography Discussion (Amber)

Other Items:

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



north lake tahoe

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

**Thursday, November 9, 2017, 3:00pm
Tahoe City Visitor Center**

- A. Called to Order - at 3:11 p.m. Quorum not established.
Committee Members in Attendance: JT Chevalier, Caroline Ross, Jody Poe, Misty Moga joined at 3:16 p.m.
Board Member in attendance: Eric Pilcher
Staff Members: Cindy, Natalie, Amber, Dawn
Others in attendance: Allegra Demerjian
- 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.
- Cindy spoke about the proposed change to the NLTRA Board and distributed a hand out.
- C. Agenda Amendments and Approval-**MOTION**
- Quorum not established
- D. Approval of the Meeting Minutes-**MOTION**
1. Thursday, October 12, 2017-Quorum not established.
- Amber commented on Item I in the 10/12/17 minutes. Amber confirmed that the funds are included in the six month contract so motions can be made to utilize the funds.
Dawn: correct word, Contact s/b Contract.*Dawn corrected and posted online [here](#).
- E. BACC Budget & Calendar Overview – Natalie, Amber reported. All is on track.
- Action Items:**
- F. Shopping Discussion & Possible Approval -Allegra reported about the shopping campaign.
- Amber requested a review of the Tahoe.com discussion from the last meeting.

- Amber clarified that this video series would be a shorter version of the previous shopping video, and would highlight local artisans. Question is whether this will be funded now, or postponing this funding towards a phase two video series.
- Discussion regarding distributing funds for the campaign. Caroline suggested thinking about this in the future when we have the assets needed. The assets are what are missing at this point.
- JT expressed concern over highlighting district vs. highlighting individual artisans, and the fact that individuals may be overlooked if only highlighting individuals. Amber stated that the current video is already serving the purpose of overall shopping, and it would follow the luminaries' campaign strategy.
- Caroline suggested to add "if you liked this, check out these other artisans in the area..."
- Allegra said the video would be 45 seconds to one minute long.
- 3 videos and 45 seconds and owning the raw footage. Is there a cap on the footage ownership? We would own the footage forever.
- Allegra said post production includes 2 rounds of editing, presentation, modification and finalizing videos.
- \$5,400 sounds like a lot for the videos to Eric and JT. Amber pointed out that we would forever have ownership of the video raw footage, which would be worth it.
- Amber pointed out that a portion of the proposal can be approved, and the rest at a later date.
- Allegra will look into bringing down the price and a possible separate RFP in the future.
- Jody added that Tahoe.com can offer a larger audience, she thinks it should be a channel and Tahoe.com could make it a potential home to the videos and push out the message.
- Voting is not possible today because of lack of quorum, will be tabled for the next meeting.
- Amber will provide additional information. She will come back with more details.
- Caroline asked about quantity and why 3 videos. Amber said it was because of funding restraints for the most part.
- Video would be created by a previously used videographer Rotor Collective or Generikal or Abbi Agency in-house.
- Caroline suggested getting the assets in place first; maybe using existing video, creating a video example to test it.
- Discussion about how to include more assets and a landing page, possible partnerships. Video needs to tell a story, equally promote, needs to be in a broader sense, and tell a story. "Locally made skis" can speak to a few different companies.
- Jody suggested "take a piece of Tahoe home" (Doesn't have to be exact/specific product.)
- Every video can highlight a different aspect of shopping i.e.; vendor, district.

- Amber was asked to get shopping photos ASAP. Shopping Photos and other items can be approved (voted on) over email. Amber said the photographer is unavailable and can be looked at in January, until snow, and after the holidays.

G. Shop Local Holiday Contest Campaign Launch & Update - Natalie

- Marketing budget has been revised as per instruction. There will not be a packet assembling party. The cheat sheet, cards and stickers will be distributed before the next meeting.
- Will be named Shop North Lake Tahoe Truckee Holiday Faire and Kickoff.
- Discussion about how to promote the rest of the shops that can't be there or have products to bring? Signage? Gift Cards? Drop off cards/gift card tent/stall? Have employee, bring a check for gift cards. Run through Square? Natalie will look into and add the fee.
- Brick and mortar and membership artisans are being targeting. Flyer will be in Spanish, sent to rotaries, schools, asking businesses to promote.
- Amber will promote the campaign at the Soroptomist event in Truckee.

H. Touch Lake Tahoe Campaign Launch & Update – Allegra, Amber

- Amber suggested feedback on provided itinerary materials and a revised version will be produced prior to Thanksgiving.
- Photo contest is in development and a review will be provided by the 20th. Campaign will be launched on December 1st. Ads will be delivered to us by the 27th.
- Allegra suggested that additional businesses can be included/listed for different services. Amber suggested not to make the blog too long.

Other Items:

I. Committee Member Reports/Updates from Community Partners

- Amber reported that 4 contracts were approved at the November NLTRA Board meeting.

Adjournment at 4:20 p.m.

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	<ul style="list-style-type: none"> * Shop Local Holiday Contest: Reports Due, Winner Chosen, Notified & Advertised * Shopping * Strategic Planning Session (Tentative) 	July Action Items	<ul style="list-style-type: none"> * Shopping
February Action Items	<ul style="list-style-type: none"> * Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Shopping 	August Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping
March Action Items	<ul style="list-style-type: none"> * Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Community Marketing Grant Recap & Request * Shopping 	September Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping
April Action Items	<ul style="list-style-type: none"> * Peak Your Adventure: Plan Approved * High Notes: Plan Approved * Community Marketing Grant Recap & Request * Shopping 	October Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Plan Approved * Shop Local Holiday Contest: Plan Approved * High Notes: Campaign Recap * Shopping * Partnership Funding Review & Selection
May Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Campaign Ends * Peak Your Adventure: Campaign Launch * High Notes: Campaign Launch * Community Marketing Grant Recap & Request * Shopping 	November Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Campaign Launch * Shop Local Holiday Contest: Launch * Shopping
June Action Items	<ul style="list-style-type: none"> * Touch Lake Tahoe: Campaign Recap * Shopping 	December Action Items	<ul style="list-style-type: none"> * Peak Your Adventure: Campaign Recap * Shopping

Business Association & Chamber Collaborative (BACC) 2017.2018 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$0	Account Code: 6743-04
Peak Your Adventure Campaign	\$21,000	\$0	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,705	\$19,705	Account Code: 6743-03
Shopping Campaign	\$21,000	\$5,172	Account Code: 6743-01
Total Spend	\$82,705	\$24,877	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$0	
Peak Your Adventure Campaign	\$1,000	\$0	
Touch Lake Tahoe Campaign	\$2,000	\$1,000	
Shop Local Campaign	\$1,000	\$0	
Total Revenue	\$4,000	\$1,000	

	Forecast	Actual
Additional Revenues	\$4,000	\$1,000
Allocated Budget Expenses	\$80,000	\$80,000
	\$82,705	\$24,877
Remaining Budget	\$1,295	\$56,123

2017.2018 BACC Budget

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

Actuals	Q1			Q2			Q3			Q4			Budget
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
EXPENSES													
6743-00 BACC Marketing Programs				\$150									\$150
6743-01 Shopping				\$19,705									\$19,705
6743-03 Touch the Lake													\$0
6743-04 High Notes													\$0
6743-05 Peak Your Adventure													\$0
6742-00 Non-NLT Coop Marketing Program Other	\$0	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$19,855
6742-00 Non-NLT Coop Marketing Program Other	\$10,000												\$10,000
6742-00 Non-NLT Coop Marketing Program Other	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
Total Expenses	\$10,000	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$29,855

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
Holiday Shop Local Program	\$5,105	\$5,022			
Contest Card Printing	\$1,200	\$942	November		
Creative Graphics	\$140	\$150	November		
Stickers	\$400	\$350	November		
Website Management	\$400	\$400	October		
Contest Advertising	\$1,665	\$1,480	October		<i>Paid for 2017 Contest in June 2016 (16.17 Fiscal)</i>
Tahoe Weekly	\$480	\$450	November		
Moonsline Ink	\$594	\$430			
Facebook	\$101	\$100			
Sierra Sun	\$315	\$350			
KTKE Radio	\$175	\$150			
Staycation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		
Year Rounds Shop Local	\$15,895	\$150			
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	\$150	November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Model Fees - Summer Shoot			October		Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Total Spend	\$21,000	\$5,172			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$5,172
Remaining Budget	\$0	\$14,828

Month	Forecast	Actual
August	\$4,895	\$0
October	\$3,200	\$750
November	\$6,805	\$2,572
December	\$0	\$0
January	\$3,700	\$1,700
April	\$2,400	\$0
Total	\$21,000	\$5,022

**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
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
Total Spend	\$20,705	\$19,705			

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
Total Revenue	\$2,000	\$1,000			

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

Month	Forecast	Actual
October	\$0	=



**SHOP
NORTH
TAHOE
TRUCKEE**

Shop Local Year Long | Shop Local Holiday | Shopping

Timeline: (full meeting minutes attached)

A. Marketing Committee April 2015

- Shop Local Year Long (which included Holiday as component) presented
- Action: Incorporate feedback from the committee members and come back next month for further discussion.

B. Marketing Committee May 2015

- Asked \$8750 with buy-in of matching funds by the Business Associations (\$1250) & \$ Truckee & Include \$2200 for 2015 funding
- The committee will spend the remaining funding request not allocated to Shop Local this fiscal year on creating compelling collateral (videos & photos) for GoTahoeNorth.com (Shopping)
- Future action goals:
- Invitation to business owners to develop guidelines of standards for the Shop Local program moving forward.
- Beyond initial year:
 - \$250 each from 10 entities: Northstar, Squaw, NTBA, TCDA, NLTRA, West shore, Truckee Chamber, Truckee Downtown Merchant Association, Town of Truckee, Incline Village
 - *Total: \$2500*
 - \$25 to participate in Shop Local Program each year
 - *Total: \$4000 (if 160 businesses participate)*
 - Total Annual Budget:
 - \$6500

C. June BACC Meeting Discussion:

- Shop Local should be a self-sustaining program
 - Money was seed money
 - Would not like BACC to ask for additional funding, rather prefer the BACC work on "Shopping" product for North Lake Tahoe with BACC funds
 - Business buy-in and being charged is necessary for continuation

Discussion Topics:

- Program Direction
- Current Website
- Shop Local/ Holiday Event/s
 - Current Shop Local/ Holiday Shopping Events:
 - Hospitality Holidays / Shop Local Holiday Faire & Kick-off
 - Tahoe City Holiday Hop - TCDA
 - Shop Local Holiday Wine Walk – Northstar
 - Sip Shop & S'mores – Basecamp
 - Festive Fridays – Downtown Truckee
 - Holiday Artisan Marketplace – West Shore Market
 - Holly Arts Sip & Shop – North Tahoe Arts
 - Truckee Wine Walk & Shop

Things to consider:

- Shop Local & Shop Local Holiday are BACC programs, not NLTRA or Chamber programs. Should they continue as BACC programs?
- Who benefits from a Shop Local Year-long program? What is the target market?
- Who benefits from Shop Local Holiday? What is the target?
- What is the return from a Year-Long Shop Local Program?
- What is the return from the Holiday Shop Local Campaign?
- Will businesses buy-in to a Shop Local and/or Shop Local Holiday Campaign annually?
- Who will run the program/s (budget, \$ collections, billing, distributions, education, website updates, press release, social media, marketing, ad buys/placements/proofs, card monitoring, prize collections, etc.)
- If BACC continues Shop Local Year-Long and/or Holiday, should program management be considered in the budget?

Suggestions:

- **Year – Round Shop Local Program:**
 - Discontinuation of Program
 - Continuation of year-long shop local program as a BACC “branding campaign”-only through continuation of sticker sales
 - Consider possibility of turning over to one entity to run and take full ownership and management of program.
- **Shop Local Holiday Program:**
 - Discontinuation of Program
 - Continuation of Shop Local Holiday Campaign as a BACC program, overseen and run by entire BACC, with more participation and management from all BACC members/organizations.
 - Consider possibility of turning over to one entity to run and take full ownership and management of program.
- **Events:**
 - One campaign kick-off weekend of coordinated Shop Local Events in all regions, individually run by each regional organization and overseen and coordinated by NLT Chamber
 - Shop Holiday Calendar – either shared or created and managed by all organizations
- **Website:**
 - Continue with each region creating their own lists
 - Add business participation – who will maintain?



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PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, April 28, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Cadence Matijevich, Rachel Woods, Brett Williams, Paul Raymore, Becky Moore, Gregg Gibboney, Cara Whitley, John Monson, Giles Priestland

RESORT ASSOCIATION STAFF: Ginger Karl, Valerie Lomeli, JT Thompson, Sandy Evans Hall, Jeremy Jacobson, Judy Laverty, Greg Howey, Anna Atwood

OTHERS IN ATTENDANCE: Caroline Ross, Liz Bowling, Allegra Demerjian, Ty Whitaker, Connie Anderson, Shelley Fallon

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.04 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public comments.

AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Moore) (8/0) to approve the agenda with the addition of item G. FY 15-16 Budget Discussion being a motion item.**

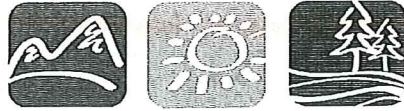
4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 24, 2015

4.1 **M/S/C (Matijevich/Priestland) (8/0) to approve the Marketing Committee minutes from March 24, 2015.**

5.0 **REVIEW AND APPROVAL OF BACC MARKETING GRANT REQUEST FOR FY 15-16 – GINGER KARL AND CAROLINE ROSS**

5.1 Ginger Karl and Caroline Ross presented a request on behalf of Business Association Chamber Collaborative (BACC) for \$80,000 for the 2015-16 fiscal year, four "in-market" programs. These four programs are: Peak Your Adventures, Touch the Lake, High Notes and Shop Local. Ginger and Caroline gave a quick recap of the three existing programs: Peak Your Adventure, Touch the Lake & High Notes. Allegra with the Abbi Agency reported that the High Notes Campaign will be more accessible online and it will have a new logo as the old logo of the guitar looked too much like the Hard Rock Hotel logo. They will also continue to target social media and online ads. They will also include new photography and videos and continue with contests and other promotions. Some of the comments on the High Notes Campaign included:

- 1) Are we looking at the concert line-up, (especially big names) to target our out-of-market guest so they get excited and can plan their trip accordingly? Allegra with the Abbi Agency shared they will be looking at the line-up of big ticket sellers and will be determining the markets and



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PO Box 5459 - Tahoe City, CA 96145 Ph - (530) 581-8700 Fx - (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, May 26, 2015 - 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Paul Raymore, John Monson, Cara Whitley, Becky Moore, Cadence Matjevich, Giles Prieslant (2.10 pm)

RESORT ASSOCIATION STAFF: JT Thomson, Jeremy Jacobson, Anna Atwood, Sandy Evans Hall, Ginger Karl, Jason Neary

OTHERS IN ATTENDANCE: Caroline Ross, Shelley Fallon, Liz Bowling, Brooke Rose, Joy Doyle, Stacia Lyans, Kirsten Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2: 05 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Williams/Moore) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 28, 2015 AND MAY 20, 2015

4.1 M/S/C (Matjevich/Williams) (6/0) to approve the Marketing Committee Meeting Minutes from April 28, 2015 and May 20, 2015.

5.0 **BACC MARKETING GRANT REQUEST FOR SHOP LOCAL SEED/"SHOPPING" PRODUCT FOR FY 15/16**

5.1 Ginger and Caroline presented their request for \$8750 for Shop Local Seed/"Shopping" product for FY 15/16. The feedback given at last month's meeting was taken to both the sub-committee and committee level for discussion. BACC reworked the Shop Local product and is asking for \$8750 with a buy-in of matching funds by the Business Associations of \$1250 and \$2250 from Truckee and Incline for this year's funding. Moving forward to future years, all Business Association will then pay in \$250 each be the 10 entities (Northstar, Squaw, NTBA, TCDA, NLTRA, West Shore, Truckee Chamber, Truckee Downtown Merchant Assoc, Town of Truckee, Incline Village) The BACC Committee will use this year's final seed money request to purchase merchandise to kick start profit for the program in addition to the business kits. They will also charge businesses \$25 to participate in the Shop Local Holiday Contest each year. The remaining funds (\$1,025) from the initial \$10,000 grant to film testimonials and video and gain photography assets from the Made in Tahoe festival ultimately placing a portion of the initial grant money towards a "Shopping" product collateral as requested by the Marketing Committee. The Committee will spend the remaining funding request not allocated to Shop Local this fiscal year (\$11,250) on creating compelling



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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

Thursday, May 14, 2015 – 3 pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stephen Lamb, Stacie Lyans, Rob Weston, Blane Johnson, Amber Burke, Danny Cox, Joy Doyle, Ginger Karl

NOT PRESENT: Cadence Matijevich, Michael Gelbman, Jaclyn Woznicki, Kay Williams, Mike Young

STAFF IN ATTENDANCE: Sandy Evans Hall, Valerie Lomeli

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum at 3:07 pm

B. Public Forum

- Rob Weston informed the Committee of the Opening Night at the Donner Museum on June 5th. On June 6th at 11 am will be a ribbon cutting

C. Agenda Amendments and Approval

M/S/C (Amber Burke/Stacie Lyans) (9/0/0) Approval of agenda amendment, moving item J to the first topic of discussion, and adding in item F for discussion of Tahoe City Downtown Association funding for 4th of July Fireworks and all other items will be shifted down

D. Approval of the Meeting Minutes

M/S/C (Joy Doyle/Stacie Lyans) (9/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for April 9, 2015

E. 2014/2015 Marketing Grant Presentation-Northstar \$10,000

- Danny gave a short presentation for Northstar's grant request. Their requested amount of \$10,000 is the same amount that was requested last year, 2013/14. Current fiscal year 2014/15 grant request is to re-produce the Northstar magazine that was distributed in the North Lake Tahoe area. In addition the money will primarily be used towards additional marketing opportunities to help bring in additional guests

M/S/C (Caroline Ross/Stacie Lyans) (6/0/3) Motion to Approve Northstar Grant of \$10,000 for the current fiscal year 2014/15 for additional advertising for events at Northstar

F. Fireworks Funding Request –

- Stacie gave a small talk about any ideas or assistance of partnership funding and any suggestions that BACC committee may have for this year's fourth of July Firework funding assistance
- Committee suggested Stacie reach out to Judy Laverty, North Lake Tahoe Resort Association Special Events Coordinator, for additional funding or sponsorship

- **New Budget will be for up to \$10K Shop Local Seed Money Request**
- **Current Year-Round Program-\$1,025 Spend Approval**
 - Ginger addressed the Committee on how to spend the remaining \$1,025 to be used on product specific collateral such as videography, GoPro time lapse videos, testimonials from the artisans and photography assets at the Made in Tahoe event on May 23rd and 24th
 - Committee to make a vote on videographer by email for the Made in Tahoe event by 5/15/15, Committee was unable to watch the video due to technical difficulties

Action from Committee: BACC Committee agreed to use the \$1,025 of remaining funding to be used for photos and videography

Action for Committee: Vote to be made on videography on 5/15/15

M/S/C (Caroline Ross/Joy Doyle) (9/0/0) Motion to spend the surplus of \$1,025 towards photography and video assets, for Shop Local and the Shopping campaign over Memorial Day weekend

- **Merchandising Options**
 - Ginger addressed the Committee of suggestions for spending the \$4,755 on merchandise, such as, recyclable shopping bags and hats ranging from \$6.50-\$8.00. Hats will cost \$6.25. The Shop Local program will profit. All products will be purchased from local retailers and delivered like the Shopping kits
 - Committee requested possibly purchasing bags from an outside source, but have a local company screen-print Shop Local logo
 - Committee agrees to use \$2,500 towards merchandise and no motion will be made

Action for Ginger: Request for new budget to have a C column, operation and revenue column. Revenue needs to equal the operating column; updated budget will be emailed to the Committee for approval

Action for Ginger: Find a cheaper price for bags and a local printing company to print the bags

Action from Committee: Agree to use up to \$2,500 of the budget towards merchandise

- **Truckee Involvement**
 - Ginger went over the Truckee and Incline Village involvement in Shop Local
 - Request from BACC Committee to request another ask of matching funding for Shop Local, until the program is sustainable
 - Then Truckee and Incline would be asked to pay the same amount as the Business Associations buy-in each year after

Action to the Town of Truckee and Incline: BACC Committee requested both Truckee (3 entities) and Incline to contribute the same amount they contributed for this fiscal year, and from that point on, they'll be recognized as a Business Association

- **Suggested Budget for \$10K "Shopping" Product**
 - Committee agreed to request up to \$10,000 from the Marketing Committee and all agree to incorporate the \$2,500 for merchandise in the updated budget
- **Shop Local Presentation Development - Offline**
- **Questions and Comments from Committee**

[WHERE TO STAY](#)[THINGS TO DO](#)[DEALS](#)[EVENTS](#)[MENU](#)**BLOG**

[LAKE ACTIVITIES](#) | [THINGS TO DO](#) | [TRIP IDEA](#) |
[WINTER](#)

YOUR FAMILY GUIDE TO TOUCH LAKE TAHOE THIS WINTER

With a number of resorts and lodges, North Lake Tahoe is a premiere destination for a winter vacation for the whole family. With an array of activities perfect for parents and kids alike, there's no shortage of family-friendly adventures to be had in North Lake Tahoe.

During your stay at North Lake Tahoe's winter downhill resorts, don't miss the chance to experience Lake Tahoe up close. With only a 15-minute drive from the major North Shore resorts and easy public-transit options, winter is the perfect time to play, eat and shop at the water's edge of America's largest alpine lake.

Check out some of our favorite stops in the region to plan your perfect family day in Lake Tahoe's

CATEGORIES

- [Arts & Culture \(12\)](#)
- [Deals \(5\)](#)
- [Dining \(13\)](#)
- [Entertainment \(6\)](#)
- [Events \(22\)](#)
- [Fall \(10\)](#)
- [Family \(18\)](#)
- [Hiking \(8\)](#)
- [Human Powered Sports \(22\)](#)
- [Lake Activities \(10\)](#)
- [Local Luminaries \(9\)](#)
- [Lodging \(6\)](#)
- [Outdoors \(2\)](#)
- [Pet Friendly \(3\)](#)
- [Secret Season \(1\)](#)
- [Ski & Snowboard \(13\)](#)
- [Spring \(1\)](#)
- [Summer \(20\)](#)
- [Things To Do \(4\)](#)
- [Towns \(2\)](#)
- [Trip Idea \(28\)](#)
- [Uncategorized \(24\)](#)
- [Weddings \(0\)](#)
- [Wellness \(6\)](#)
- [Winter \(22\)](#)

SEARCH

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North Lake Tahoe is the perfect place for adventures your little ones will treasure for a lifetime. Photo courtesy of Granlibakken.

Once your family is stocked up and full-bellied, it's time to play in the snow! This winter wonderland has no shortage of opportunities for romps in the snow throughout the region. In North Tahoe Regional Park, you and your kids will be able to enjoy classic snow activities like sledding and snowmobiling. If you're in Kings Beach, check out the playground at the Kings Beach State Recreation Area, and take some time to build a snowman. If you're feeling playful, an iconic snowball fight may be in order!

If you're looking for a more involved day of snow sports, check out the Tahoe City Winter Sports Park, where you can ice skate and sled. When you're done, slip away and warm up at Granlibakken.

Check Out:

- Tahoe Vista: North Tahoe Regional Park
- Kings Beach: Kings Beach State Recreation Area
- Tahoe City: Sled and get hot cocoa at Granlibakken
- Tahoe City: Sled, ice skate and play at the Tahoe City Winter Sports Park

Address *

State

ZIP Code

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North Lake Tahoe has no shortage of food and beverage options for hungry, thirsty adventures. Photo courtesy of West Shore Cafe.

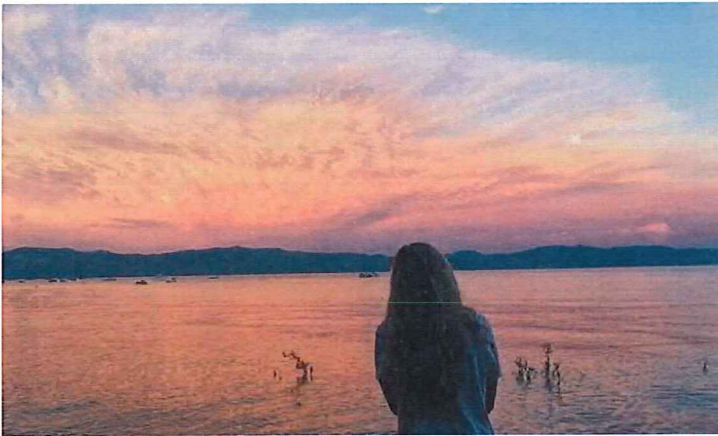
By this point in the day, you and the family will probably be hungry—and snacks might not do the trick. Fortunately, North Lake Tahoe’s local eateries will fill you up and leave a good impression on your taste buds.

If you’re in King’s Beach, enjoy lakeside dining at Jason’s Beachside Grille. If you’re in Carnelian Bay, bite down into big, delicious pies and more at CB’s Pizza & Grill. Throughout Tahoe City, indulge in Moe’s Original BBQ, Jake’s on the Lake or the Fire Sign Cafe—all of which offer great lakeside dining, barbeque options and American cuisine.

Check Out:

- Kings Beach: Jason’s Beachside Grille
- Carnelian Bay: CB’s Pizza & Grill
- Incline Village: T’s Mesquite Rotisserie
- Tahoe City: Moe’s Original BBQ

stunning Tahoe sunset, and consider capturing a picture-perfect family moment, framed by Tahoe's cerulean waters and endless sky.



Check Out:

- Kings Beach
- Carnelian Bay

[WHERE TO STAY](#)[THINGS TO DO](#)[DEALS](#)[EVENTS](#)[MENU](#)**BLOG**

[DINING](#) | [HUMAN POWERED SPORTS](#) | [OUTDOORS](#) |
[THINGS TO DO](#) | [WINTER](#)

THE ATHLETE'S GUIDE TO A TOUCH LAKE TAHOE REST DAY

While you may be visiting North Lake Tahoe this winter to get your adrenaline pumping at one of the region's 12 downhill resorts, you can't miss out on the magic of experiencing the lake close up. With only a 15-minute drive from the major North Shore resorts and easy public-transit options, winter is the perfect time to play, eat and shop at the water's edge of America's largest alpine lake.

Your rest day from downhill sports offers the ideal time to Touch Lake Tahoe. We've put together a one-day itinerary with everything you'll need to make the most of your recovery day so you can relax, rejuvenate and adventure at the shore of America's largest alpine lake.

First Thing's First: Wake Up and Fuel Up

CATEGORIES

- [Arts & Culture \(12\)](#)
- [Deals \(5\)](#)
- [Dining \(13\)](#)
- [Entertainment \(6\)](#)
- [Events \(22\)](#)
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- [Winter \(22\)](#)

SEARCH

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Then, when you get there, order the Cajun Eggs Benedict. It'll perk you right up.

Check Out:

- Kings Beach: Try the Log Cabin Cafe
- Carnelian Bay: The Old Post Office Cafe

Shop and Gather Supplies

Take that post-breakfast energy to get some shopping done at some of the best outdoor adventure shops around.

If you're in Kings Beach, the Lakeshore Sports Shop is a four-minute walk away from The Log Cabin Cafe. Take a brisk walk to this favored local shop to check out equipment rentals, secure sporting essentials, and make sure you're prepared for your next day in the great outdoors.

A quick drive out to Tahoe City will take you to Alpenglow Sports, another robust option when it comes to getting both sporting goods and apparel. With a large selection, a deep connection to the locals and an adventurous atmosphere, this store serves as a hub for all things athletic in the area.

Check Out:

- Tahoe City: Alpenglow Sports
- Kings Beach: Lakeshore Sports Shop

Address *

State

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snowshoeing trails and fat tire biking make for ideal early afternoon activity.

If hands-on sportage is definitely off the table for the day, consider checking out Tahoe City's Museum of Sierra Ski History and 1960 Winter Olympics. This display of one of Tahoe's most iconic moments is sure to inspire your next day of sport. An added bonus? This museum is located in North Lake Tahoe's Boatworks Mall, where you'll be able to pick both gifts and essentials at your leisure.

Check Out:

- Tahoe City: West Shore Sports
- Tahoe City: Tahoe City's Winter Sports Park
- Tahoe City: Museum of Sierra Ski History and 1960 Winter Olympics
- King's Beach: Lakeshore Sports Shop

Relax and Massage Out those Sore Muscles





Slip into something a little more comfortable late in the day - namely a drink - at North lake Tahoe's Alibi Ale Works. Photo courtesy of Ryan Salm.

After a productive morning and afternoon, you've earned an adult beverage—which you can find at locations all throughout North Lake Tahoe.

If you're in Incline Village, consider stopping by Alibi Ale Works. This local craft brewery is responsible for the production of Alibi's suite of ales, which are beloved for their bold, full flavor. Should your thirst be matched only by your hunger, take heart, T's Mesquite, a hugely popular Mexican grill, is just steps away, and the guys at Alibi will be happy to accommodate you and your delicious burrito.

If your historical itch wasn't quite scratched by visiting the museum in Tahoe City, we recommend making a jaunt to Crystal Bay, where you can grab any cocktail you can imagine at the Crystal Bay Casino, much like the famed Rat Pack used to do. Another great option for late afternoon cocktails is



Check Out:

- Kings Beach
- Carnelian Bay
- Tahoe City: Commons Beach
- Incline Village: Sand Harbor
- Homewood: Sugar Pine Point Beach

Treat Yourself to an Upscale Dinner on the Water



Dine in the sky at Lone Eagle Grill in Incline Village.



#TouchLakeTahoe

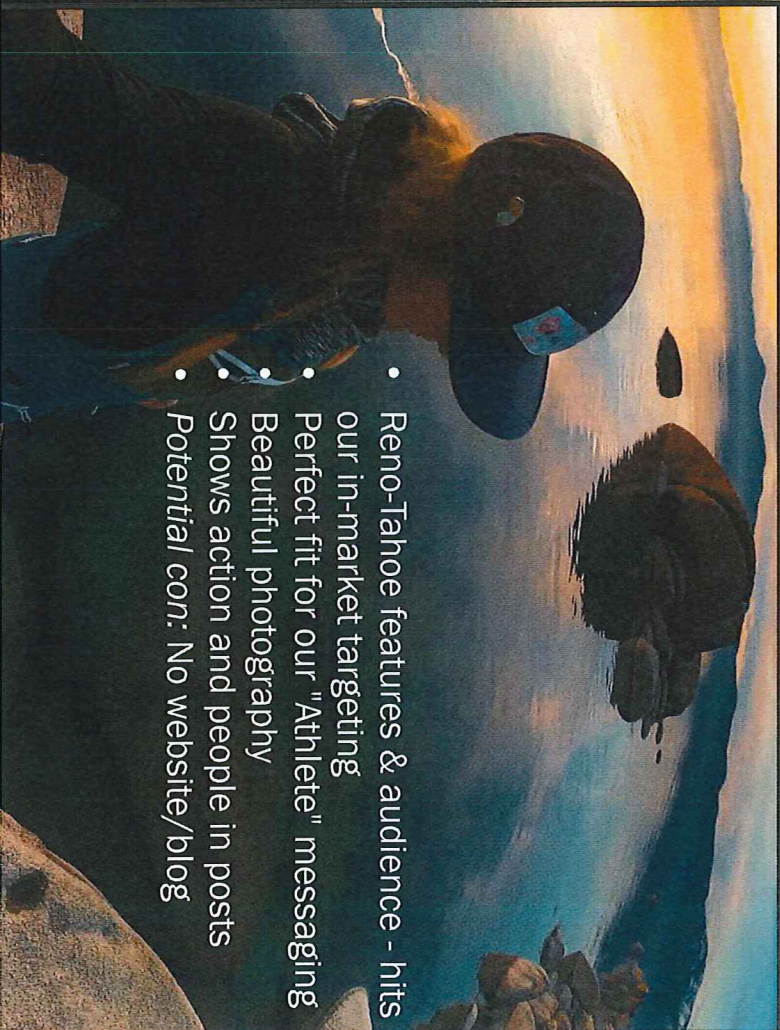
INFLUENCER SUGGESTIONS

ADVENTURE INFLUENCER #1

HANNA THORTON

 @hannahbrie

26.4k followers



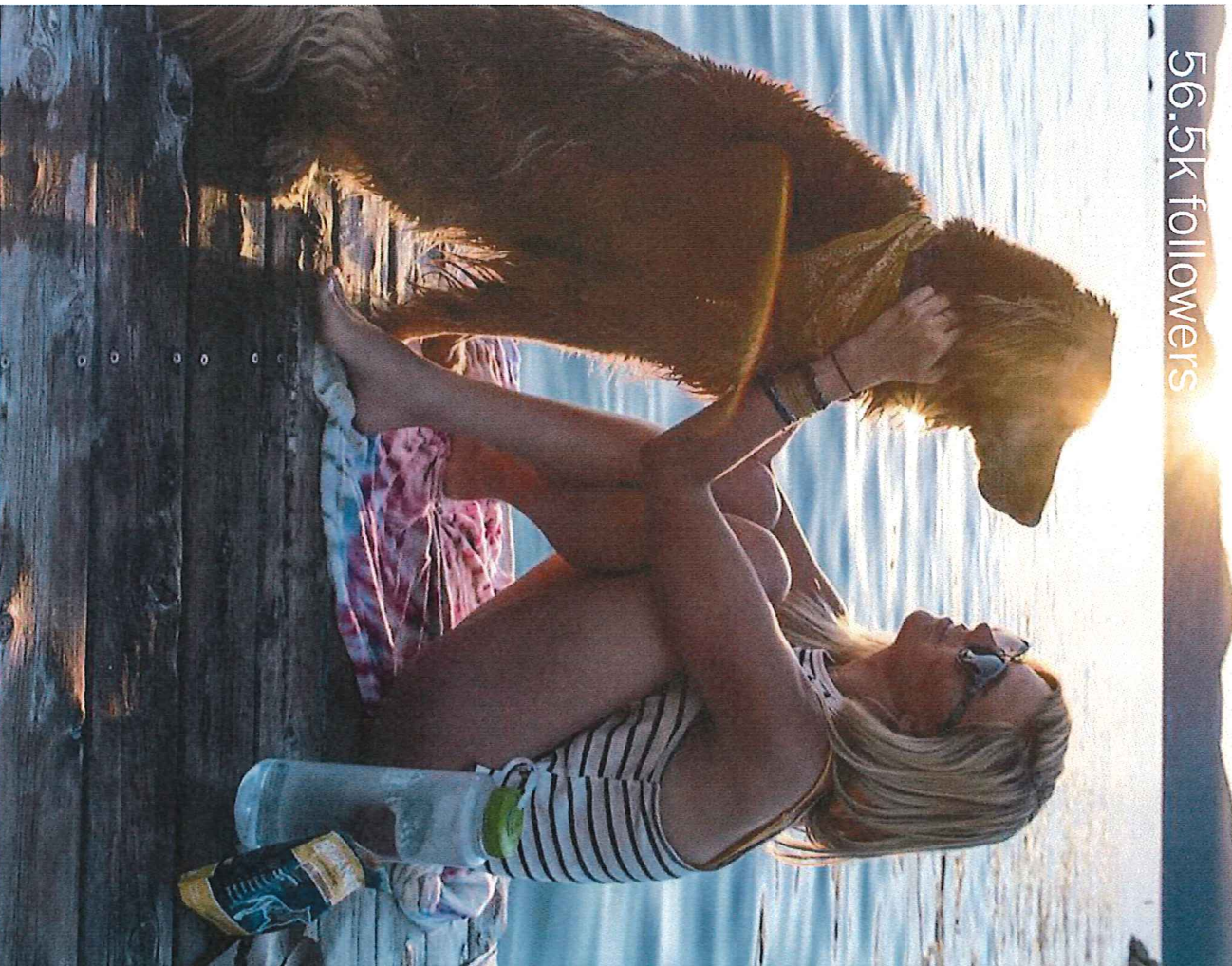
- Reno-Tahoe features & audience - hits our in-market targeting
- Perfect fit for our "Athlete" messaging
- Beautiful photography
- Shows action and people in posts
- Potential con: No website/blog

ADVENTURE INFLUENCER #2

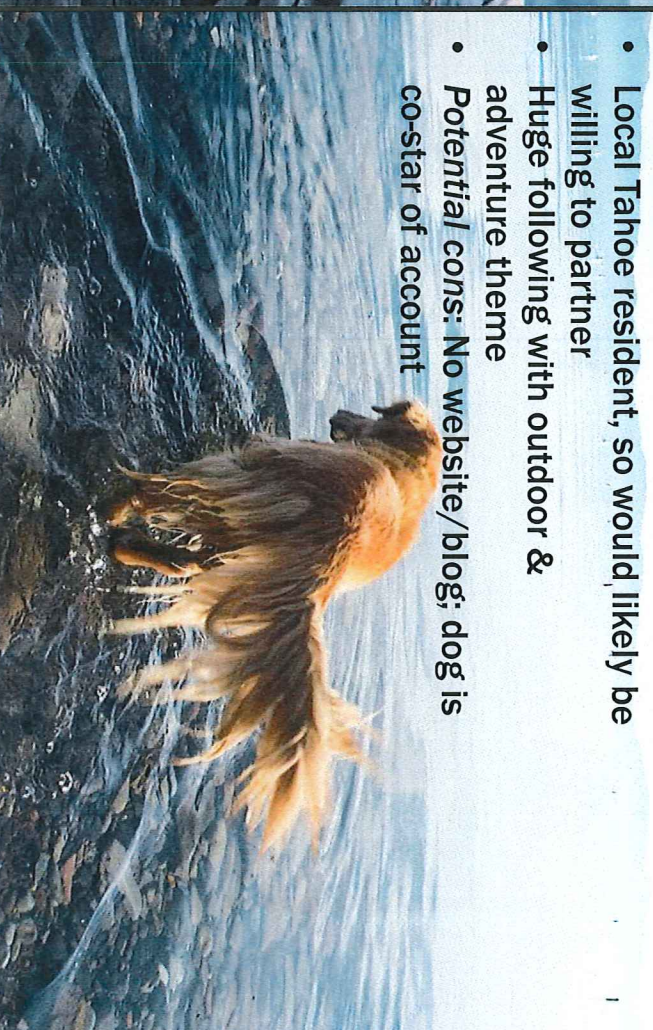
BREEZE TURNER

 @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

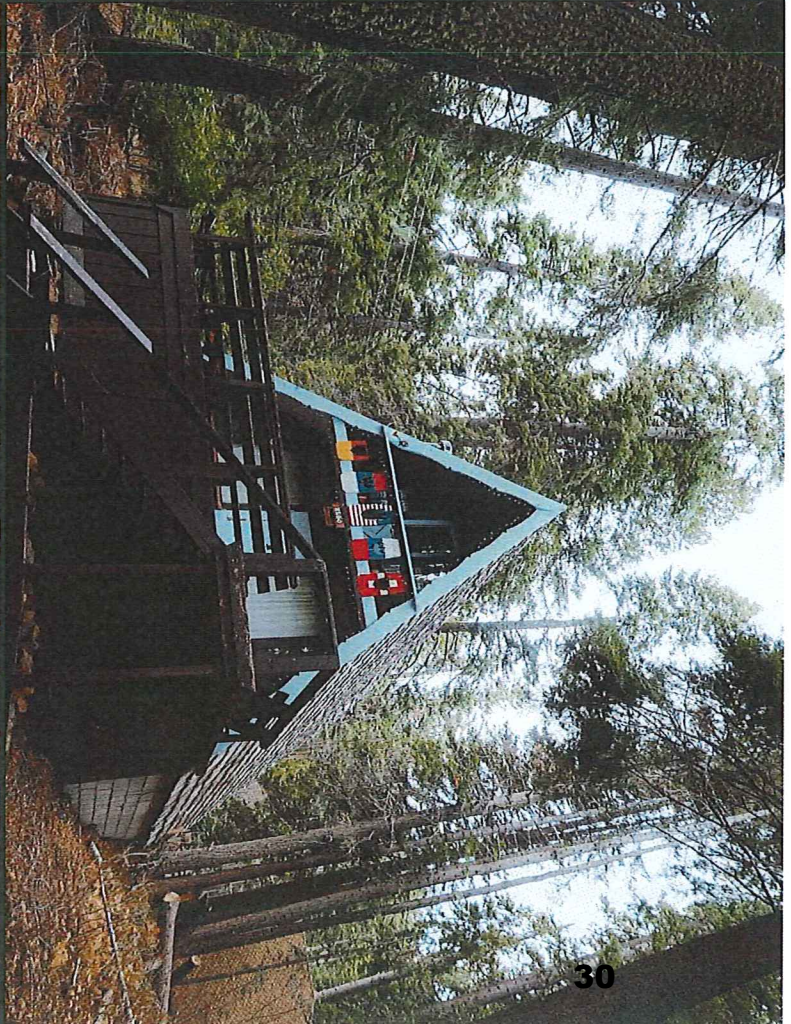


ADVENTURE INFLUENCER #3

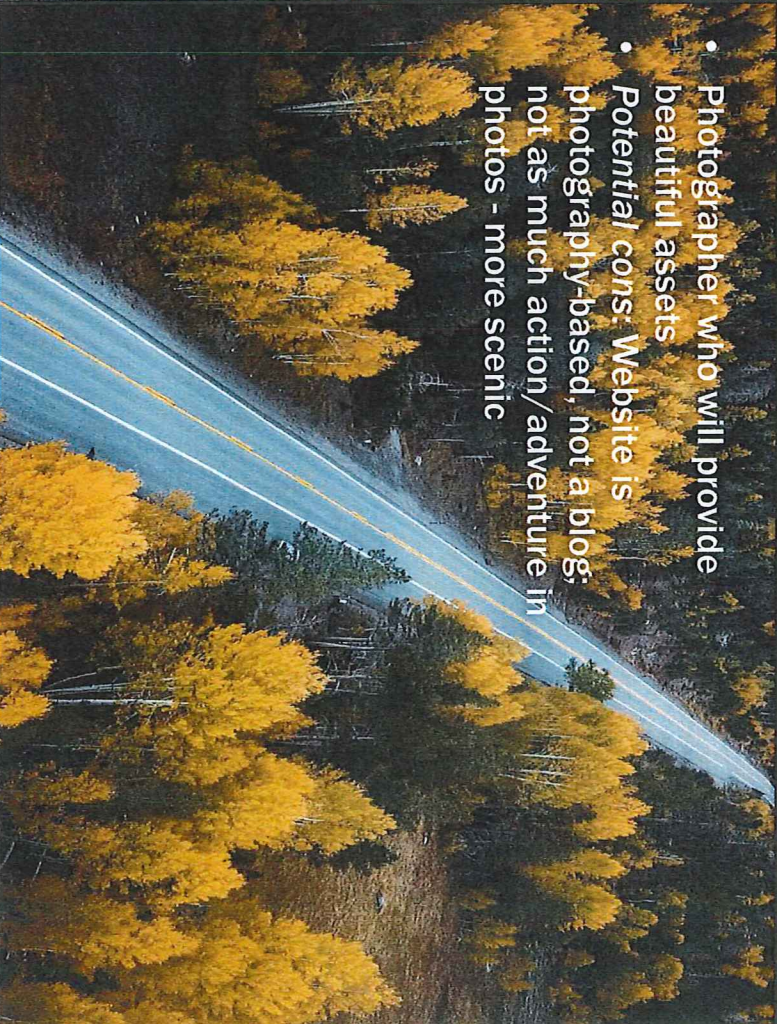
GLENN ROBINSON

@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 (@twopeasinaprada)
- 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)



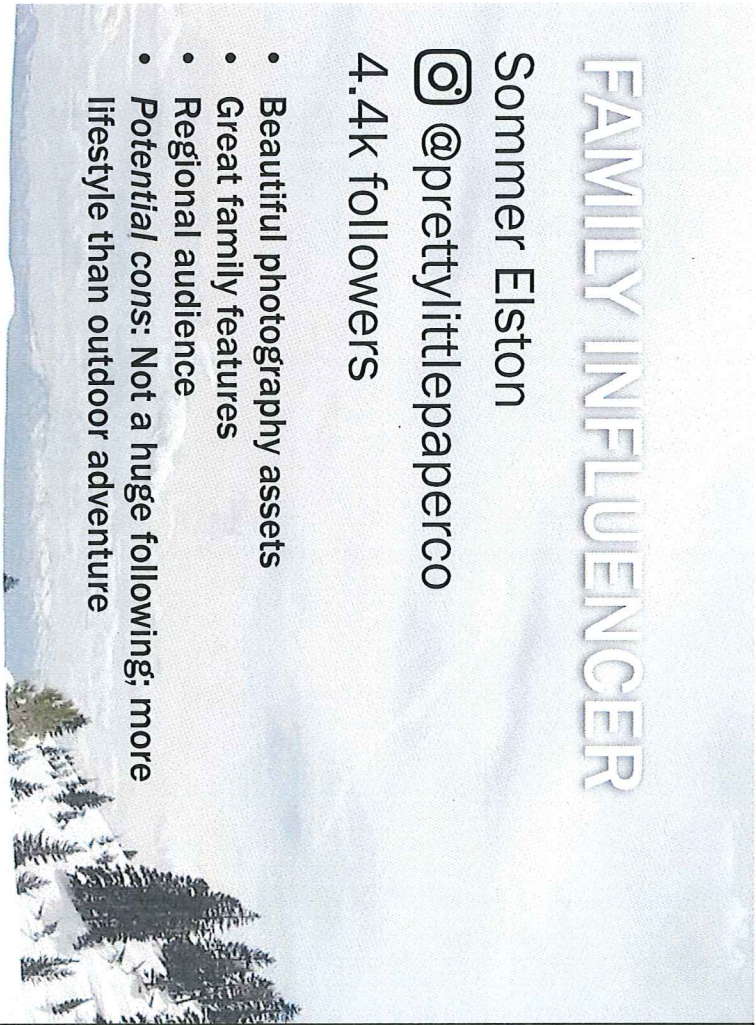
FAMILY INFLUENCER

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

