



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787

**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Tuesday, December 2, 2008 – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City**

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

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

Dave Wilderotter
Alex Mourelatos
Debra Darby-Dudley

Committee Members:

Cheri Sprenger, North Tahoe Business Association, Committee Chair
Justin Broglio, Snowbomb, Subcommittee Chair
Kelly Atchley, Tahoe City Downtown Association
Sherina Kreul, Bank of the West
Liz Dugan, Squaw Valley Business Association
Kay Williams, West Shore Association
Mike Young, Dickson Realty
Joy Doyle, Northstar Village Merchants
Jim Phelan, Tahoe City Marina

County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member

**I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT
SUBCOMMITTEE – 9:00 a.m.**

Note: Subcommittee Members are Liz Dugan (SVBA), Kelly Atchley (TCDA), Cheri Sprenger (NTBA), Kay Williams (WSA), Joy Doyle (NVRA), Dave Wilderotter (NLTRA Board), Chair Justin Broglio (At-Large; Subcommittee Chair)

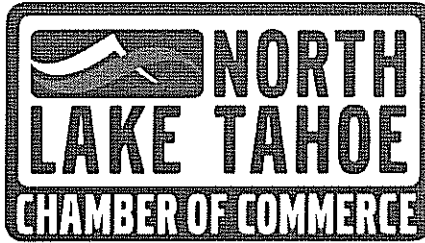
- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the North Tahoe Business Association (10 minutes)
- D. Subcommittee Member Comments (5 minutes)
- E. Adjourn Subcommittee Meeting

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE – 9:30 a.m.

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee 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
- D. Approval of the Chamber Advisory Committee Meeting Minutes – November 4, 2008
- E. Chamber Program and Project Updates – Kym Fabel (*10 minutes*)
 - Chamber Business Plan – Implementation Activities, Website Statistics
 - Status Report – Distribution of Maps – The Resorts and Towns of North Lake Tahoe
 - Other Upcoming Chamber Events & Activities
- F. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the North Tahoe Business Association (*5 minutes*)
- G. Status Report – Marketing Decision Tool Development Process (*10 minutes*)
- H. Reminder - December 29th Deadline for Applications for Appointment to the 2009 Chamber of Commerce Advisory Committee (*5 minutes*)
- I. Committee Member Reports/Updates from Community Partners (*5-10 minutes*)
- J. Adjournment

Posted and emailed November 25, 2008



November 26, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action to Consider Subcommittee Approval and Recommendation of Community Marketing Program Grant Request Submitted by the North Tahoe Business Association

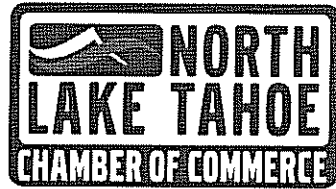
Background

The North Tahoe Business Association has submitted its FY-2008/09 Grant Request in the amount of \$10,000. Staff has reviewed the proposal and determined it to be consistent with the adopted Community Marketing Program grant criteria.

The grant application is attached to this memorandum for your review and information. NTBA Executive Director Cheri Sprenger will present the request and respond to any questions the Subcommittee may have.

Requested Action

Following questions and discussion, that the Subcommittee consider a positive recommendation in support of the NTBA's grant request and forward your recommendation to the full Chamber of Commerce Advisory Committee.



Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

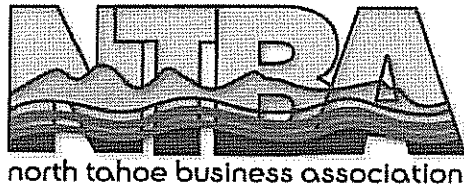
Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 530-581-8764
 Kym@PureTahoeNorth.com

1. If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Sections A of the application.
2. If this grant application is for a special event, please complete Sections B of the application.

SECTION A		
Date Submitted: November 25, 2008		
1. Name of Applicant Organization: North Tahoe Business Association		
Mailing Address: PO Box 1023		
City: Kings Beach,	State: CA	Zip: 96143
Telephone: 530.546.9000	Email: cheri@ntbamainstreet.org	
Website: www.NTBAmainstreet.org		
2. Chief Executive Officer: Cheri Sprenger (Executive Director)		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 530.546.9000	Email: csavary@charter.ent	
3. Project Director: Cheri Sprenger		

Telephone:	Email:
4. How long organized? 1979	Is organization non-profit? Yes, 501 (c) 6
Purpose of organization: The mission of the North Tahoe Business Association is to improve the economic well-being of the business community from Carnelian Bay to Crystal Bay and enhance the quality of life through the creation and long term preservation of a vibrant economic climate.	
Tax ID Number: 94-2803387	
Total annual budget: \$175,000	
How is project consistent with organization's mission or purpose?	
The funds will be used for marketing the Bay to Bay district in a variety of ways. These marketing efforts will promote activities and businesses in the NTBA district.	
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?	
Marketing for the Bay to Bay district promotes everything the communities of North Lake Tahoe have to offer and provide information on activities that keep people coming back.	

Total budget of project: 18,700.00		Please submit copy of complete final budget	
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)			
Bay to Bay Places to Go, Things to Do Map – 10,000 pieces, distribution through NTBA staff & Certified Folder (summer only)			
Joe King Poker Tournament – Promotion in Bay Area through Comcast program			
Tahoe TV – visitors network spot for district			
Print advertising in North Tahoe Guide, Tahoe Traveler Summer, Summer Rack Card production			
North Lake Tahoe Resort Association funds requested: \$ 10,000			
Percentage, of total budget, requested from the NLTRA Community Marketing Program 55%			
Sources of other funding to support the project budget:			
NTBA General Fund, Member participation, Comcast Spotlight matching grant program			
\$	Newspaper/Magazine	\$5850.00	
\$	Internet/Website	\$350.00	
\$	Radio	\$300.00	
\$	TV	\$4000.00 (Bay Area, Tahoe TV)	
\$	Rack Cards	\$700.00	
\$	Brochure	\$3500.00	
\$	Direct Mail		
\$	Other – Events	\$4000.00	
<i>Cheri Sprenger</i> Signature		November 25, 2008 Date	
Cheri Sprenger, Executive Director			



Promotional Map – Bay to Bay *Places to Go, Things to Do*

Requested Funds
\$3000

The NTBA *Places to Go, Things to Do* promotional Map as completely revamped in 2008 thanks to Community Marketing Program funds. The map now includes all businesses in the Bay to Bay district and includes a complete event listing for the year. The new map also came with a new freshened logo for the association. With all of new layout work done, this year the NTBA is seeking funds to support the cost of a reprint of this, which will include minor changes and corrections.

2nd Annual Joe King Poker Tournament

\$1000

This event, now in its second year, was a tremendous success in 2008. In addition to marketing for the event, local history was also communicated to the Lake Tahoe area and all participants in the tournament. This dollar amount represents the amount the NTBA is planning on spending in the Bay Area to promote this event and promote the history of Kings Beach. Additional dollars will be spent on local advertising.

Tahoe TV Visitor Network Spot

\$3000

This spot is a continuation of a marketing program the NTBA began in 2007 with Tahoe TV (formerly New Tahoe Company). The package includes a 90- second video segment highlighting the Bay to Bay district for both summer and winter. This spot is viewed by visitors throughout the North Lake Tahoe area.

NTBA Co-op / Bay to Bay marketing efforts

\$3000

The NTBA marketing plan for 4th quarter 2008 and 2009 includes the following:

Co-op pages (2) in North Lake Tahoe Vacation Planner, partial costs offset by member participation. Total spend \$3600.

Tahoe Traveler Summer event listing - ½ page ad. Total spend \$500.

Co-op ad in 2009 North Lake Tahoe Guide, partial costs offset by member participation. Total spend \$750.

Summer Event Rack card production. Total spend approximately \$700.

Other: July 3rd Fireworks, Passport to Dining, Shop Local Program, Holiday Promotion. Total estimated spend \$5000.



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

November 4th, 2008 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Kay Williams, Dave Wilderotter, Joy Doyle, Cheri Sprenger and Liz Dugan (9:20 a.m.)

COMMITTEE MEMBERS IN ATTENDANCE: Mike Young, Alex Mourelatos and Deb Dudley

RESORT ASSOCIATION STAFF: Kym Fabel, Whitney Parks, Andy Chapman and Steve Teshara

OTHERS IN ATTENDANCE: Bill Edic, Pettit Gilwee, Mark Sapoznik, Cheyenne Sabad, Karen Willcuts, Rob Weston, Ernie Brassard, Erin Casey and Ron Parson

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:10 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

2.1 No comments.

3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION TO THE CHAMBER OF COMMERCE ADVISORY COMMITTEE TO APPROVE COMMUNITY MARKETING PROGRAM EVENT GRANTS

3.1 Justin Broglio discussed the various grant awarding options suggested to the Subcommittee via email. Justin proposed that \$2,500 remain in the grant to award in the spring. Joy Doyle was concerned about what would happen to the remaining \$2,500 if no one submitted applications in the spring. Steve Teshara reported that the money would probably carryover into next year's Community Marketing Program grant funds. Kay Williams felt that Melting Man would perhaps not be successful if held in March as it seems to promote that the snow is melting at this time. The Subcommittee discussed establishing a stipulation that date of the event be moved to April. Justin Broglio felt that the grant is to seed as many events that we can, but we should not fund overlapping events. Cheri Sprenger suggested that if carryover money remained in the grant fund to award in the spring, we could give Melting Man \$500 now as a token and ask them to return for additional grant money in the spring. Dave Wilderotter expressed concern that the NLTRA has put money into the Squaw Valley Institute with no on-going recognition from the organization. In terms of today's

proposed action, he suggested granting the entire \$10,000 at this time and working on next year's grant process in the spring.

- 3.2 There was discussion that the intent to apply deadline for both the fall and spring has already passed. Some members of the Subcommittee felt there would be ample time to get the word out again. Cheri Sprenger noted that this is a new process and a learning curve for everyone, and we must be responsible and award this money responsibly and adhere to the Placer County rules. Cheri feels we should award the money and be careful of creating too many stipulations. Kay feels strongly that Melting Man is sending a mixed message; she thinks Trails and Vistas is a good event.
- 3.3 The Subcommittee came to a consensus on the following events and amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000). Stipulations: TOCCATTA and Trails and Vistas are required to show (in advance) that money from these events will benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).
- 3.4 The Subcommittee gave direction to staff to write a letter to GeoTahoe. The letter is to be drafted by staff and signed by the Committee and Subcommittee chairs. The letter should indicate that GeoTahoe does not have enough focus on North Lake Tahoe. The Subcommittee is concerned about the digital component and how this will be useful to non-Internet users. There were also concerns that a small grant would not help a project with such a large budget and concerns about time limitations regarding creating such a large scale computer component.
- 3.5 **M/S/C (Wilderotter/Sprenger) (6/0) to recommend to the Chamber Advisory Committee that \$10,000 in available funds be awarded to the following events, in the following amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000) with the stipulations that TOCCATTA and Trails and Vistas are required to show that money from these events will benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).**
- 4.0 **DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE WEST SHORE ASSOCIATION**

- 4.1 The West Shore Association (WSA) is requesting a grant in the amount of \$10,000 to assist with four projects that will support and promote the West Shore. Rob Weston discussed the four projects. The first item is the West Shore map/brochure; Rob noted that the map/brochure is constantly updated and corrected. He reported that all business listings are current. The WSA lists all businesses that are visitor-oriented, even if the businesses are not members of the WSA. The map/brochure will be distributed by Certified Folder around the entire Lake. The second item the grant will be used for is marketing and promotion of the West Shore's "Opening Day on the Lake" event over the Memorial Day holiday period. The WSA will print and mail 3,500 event post cards and produce 1,000 Opening Day passports. Joy Doyle expressed concern about the name "Opening Day on the Lake". Other members of the Subcommittee felt the name was descriptive enough of the event. Dave Wilderotter wondered if and how the Tahoe City Downtown Association and other Community Partners could become involved in Opening Day events. The grant

will also be used for marketing and support of the 1960 Olympic Cross Country trails. Rob reported that as the 50th anniversary of the 1960 Winter Olympics approaches, the WSA plans to increase its support through promotional venues, advertising and assistance with interpretive events such as cross country tours and snowshoe tours, with receptions for participations. The grant will also be used for upgrades of the WSA's Web site including visual enhancements to the Business Directory, as well as informational related services to make the website a more valuable tool for businesses.

- 4.2 **M/S/C (Wilderotter/Doyle) (5/0 – Abstain Williams) to accept the grant request from the West Shore Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

5.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE NORTHSTAR VILLAGE RETAILERS ASSOCIATION

- 5.1 The Northstar Village Retailers Association has submitted a grant request in the amount of \$10,000. Joy Doyle reported that the \$10,000 will be used for Northstar Resort to produce a 4-color, glossy stock, 8-page Village at Northstar magazine. The magazine will be distributed through Certified Folder in North Lake Tahoe, Truckee and Reno and in-room at all lodging units at Northstar beginning December 15, 2008.
- 5.2 Dave Wilderotter asked Joy Doyle about the current situation with parking at the resort. He suggested that Northstar provide the Chamber with information about parking so Kym can send an email blast to the membership. Joy discussed the free parking behind the Village. Parking is also available in Village View lots (ABC lots) and the parking lot by the gas station at the entrance to Northstar. Cheri Sprenger asked if events outside of Northstar would be incorporated into this magazine piece. Joy said she was not sure, but would find out.
- 5.2 **M/S/C (Wilderotter/Williams) (5/0 – Abstain Doyle) to accept the grant request from the Northstar Village Retailers Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

6.0 SUBCOMMITTEE MEMBER COMMENTS

- 6.1 Dave Wilderotter said that the members of the Chamber Committee need to discuss where certain large scale events such as SnowFest, Autumn Food and Wine and Opening Day on the Lake fit into budget development. Steve Teshara suggested the Marketing Committee and Chamber Advisory Committee should have joint discussions regarding this issue. Cheri Sprenger would like to write a letter to the NLTRA Board and the Marketing Committee to encourage the groups to find a placement for these events, e.g.; an annual budget line item.
- 6.2 Rob Weston noted he has heard from Ron McIntyre that in the planning of the NLTRA, there was originally an event director position. Steve noted that there was a Festival at Tahoe office that was already in place when the NLTRA was formed. Members of the Subcommittee would like this discussion to take place before the budget cycle for next fiscal year.

7.0 SUBCOMMITTEE ADJOURNMENT

7.1 The Subcommittee meeting was adjourned at 10:20 a.m.

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The meeting was called to order at 10:20 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 Pettit Gilwee reported that Lake Tahoe has once again been ranked the number one ski destination in the U.S. for hotel and vacation packages by Orbitz.com, this time for the period November 20, 2008 through April 20, 2009.

2.2 Karen Willcuts reported that the Tahoe City SnowFest parade will be held on Saturday, February 28. Save the date.

2.3 Steve Teshara reported that hard color copies of the NLTRA FY 2007/08 Year End Report are available.

2.4 Rob Weston reminded everyone that the Olympic Heritage Celebration is moving forward. He encouraged everyone to develop events and become involved in the celebration events from January 8-17, 2010. Cheri suggested that Rob send out the draft calendar to all the business association. She also suggested creating a working group of members from the various organizations. Liz Dugan reported that there would be a fundraiser with Johnny Mosely at PlumpJack in February.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Wilderotter/Broglio) (9/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 **M/S/C (Wilderotter/Williams) (9/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of September 2, 2008 as presented.**

5.0 APPROVAL OF GRANT SUBCOMMITTEE MEETING MINUTES

5.1 **M/S/C (Doyle/Broglio) (9/0) to approve the Grant Subcommittee meeting minutes of September 30, 2008 as presented.**

6.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

6.1 Kym Fabel reviewed the monthly Chamber Business Plan Implementation for the month of October. She reported that the Chamber staff has been very busy this month with various community forums, luncheons, mixers and newsletters. She reported that Steve Teshara discussed the attitudes and perspectives of the membership at the Economic Forum. The special Economic Edition of the Chamber newsletter is posted online at www.NorthLakeTahoeChamber.com, and the November/December 2008 newsletter is now available in print and online. Kym reported that the Chamber has become involved with planning for a Central Sierra Green Business recognition program. She also noted that this past

month, one of the Chamber Web site pages that had the most hits was again the Chamber jobs page. She encouraged everyone to post open jobs at their businesses. She provided the Committee with a list of the upcoming events for November and December.

- 6.2 There was discussion about production of Chamber Education programs and events. All events produced by the Chamber must pay for themselves; the fee must cover the costs. Andy discussed the upcoming wholesaler's seminar and tradeshow.

7.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATIONS AND APPROVAL OF COMMUNITY MARKETING PROGRAM EVENT GRANTS

- 7.1 Steve Teshara noted that the grants Subcommittee completed deliberations this morning. The Subcommittee decided that the full amount of \$10,000 should be granted at this time. The Subcommittee recommends the following events and the following amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000) with the stipulations that TOCCATTA and Trails and Vistas are required to show that money from these events benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).

- 7.2 There was further discussion regarding the dates of Melting Man and whether it could fall under the umbrella of SnowFest. Alex Mourelatos expressed concern about how these grants would be presented to the NLTRA Board and to the various events/project coordinators. Steve Teshara said that we could attach the grant criteria to the grant rewards with the stipulations. Kay Williams noted that there is still capacity for events in the summer and the winter. She feels that it is important for seed money to be given to SnowFest. Alex expressed concern that these events are not shoulder season events and not seed events. Kay noted that shoulder seasons vary depending on locale (e.g. lake properties vs. resort properties). She also reported that the Community Marketing Program is the only money currently available for event grants. Liz Dugan noted that she does not feel that SnowFest puts heads on beds in Squaw Valley. Dave Wilderotter noted that all events are public relations tools and word of mouth from the events is important to encourage repeat visitation.

- 7.3 **M/S/C (Wilderotter/Young) (9/0) to approve the Community Marketing Program event grant requests as recommended by the Community Marketing Program Grant Subcommittee.**

Alex Mourelatos suggested presenting the grant awarding process to Board with information about the event criteria and application process. Cheri Sprenger would like to have a person-to-person meeting to discuss the grants awarding process in the future. Deb Dudley suggested that we research what competitors and other visitor bureaus do to support events.

8.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY WEST SHORE ASSOCIATION

- 8.1 Kay Williams reported that the West Shore Association is asking for a grant in the amount of \$10,000. This grant will be used to continue production and distribution of the map/brochure, publicity of the "Opening Day on the Lake" event, publicity of West Shore trails and the West Shore Association Web site.

- 8.2 M/S/C (Wilderotter/Dugan) (8/0 – Abstain Williams) to approve the Community Marketing Grant Program request submitted by the West Shore Association.
- 9.0 **DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY THE NORTHSTAR VILLAGE RETAILERS ASSOCIATION**
- 9.1 Joy Doyle reported that the Northstar Village Retailers Association is asking for a grant request in the amount of \$10,000. This grant will be used to produce and distribute a Village at Northstar magazine.
- 9.2 M/S/C (Wilderotter/Williams) (8/0 – Abstain Doyle) to approve the Community Marketing Grant Program request submitted by the Northstar Village Retailers Association.
- 9.3 Alex Mourelatos feels that it is okay for the focus of the Northstar piece to focus on Northstar only. He said this should not be an issue in the future.
- 10.0 **DISCUSSION AND REQUEST FOR PARTICIPATION BY INTERESTED COMMITTEE MEMBERS – NLTRA MARKETING DECISION TOOL DEVELOPMENT**
- 10.1 Ron Parson discussed the concept and need behind the proposed Marketing Decision Tool Development. He distributed a handout of slides regarding this issue. He provided background on the Marketing Committee and issues of process and creating actions. He noted that the resorts such as Northstar and Squaw Valley have a slow period in the summer and busy period in the winter where the lake properties are busy in the winter and slower in the summer. Ron discussed that producing an analysis could help determine needs for future marketing. He reported that accuracy is not critical; it is just important to have a basis (e.g. low, medium and high). His hypothesis is that lodging drives everything, but we must prove this which will then prove the value of using the MTRiP program that the NLTRA Marketing Committee and department use to predict future bookings for lodging. This decision tool will help to determine where areas of opportunity are available (e.g. Memorial Day, Thanksgiving).
- 10.2 Ron encouraged members of the Chamber Advisory Committee to join the working group/task force on this project. Andy discussed the importance of also including various geographic areas and the possibility of asking the North Lake Tahoe Truckee Leadership program to assist with the project. Alex Mourelatos hopes this will build on pre-existing framework to create an operating model. He noted that sales tax and TOT information are already available. Justin Broglio also noted that some of this information for Incline Village and Crystal Bay may be available through IVGID. There was discussion regarding the accuracy and skewing of the MTRiP report; the report would be more significant if more properties participated.
- 10.3 The following members agreed to participate in the Decision Tool Development Task Force: Cheri Sprenger (North Tahoe Business Association), Cheyenne Sabad (Tahoe City Downtown Association), Kay Williams (West Shore Association) and Justin Broglio (Incline Village).
- 11.0 **COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS**

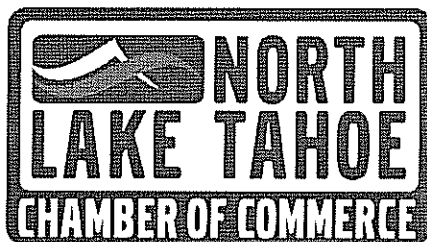
- 11.1 Squaw Valley Business Association (SVBA) – Liz Dugan reported that Squaw Valley is hoping for more snow. She said a few new restaurants are scheduled to open at the Village at Squaw.
- 11.2 Tahoe City Downtown Association (TCDA) – Cheri Sprenger reported that the NTBA and TCDA are combining their holiday programs with a 21 day Shop Local program and contest. Punch cards will be distributed to post office boxes and retailers. Shop Local Week is December 1-7.
- 11.3 Northstar Village Retailer Association (NVRA) – Joy Doyle reported that Northstar is scheduled to open November 22nd. They have expanded their snow making. They have a few new restaurants opening in December. Northstar also has a receipt reward program where if customers spend \$500 more, they receive prizes. Noelle Nights will take place the first three Thursdays of December.
- 11.4 West Shore Association (WSA) – Kay Williams reported that the WSA is working on promoting Olympic cross country trails as their winter activity. She also reported that there will be a Thanksgiving special at Granlibakken.
- 11.5 North Tahoe Business Association (NTBA) – Cheri Sprenger reported that the North Lake Tahoe Leadership Program is looking for input for community projects. There will be a recruitment breakfast on November 12th at Sawtooth Ridge for \$12 per person. The breakfast will feature a motivational speaker. The Web site www.TahoeTruckeeLeadership.com will be updated next week.
- 11.6 Incline Village – Mike Young noted that Toys for Tots has combined resources with Parasol and IVGID for a Holiday Giving program. The event will take place December 3rd.

12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:32 p.m.

Submitted by:

Whitney Parks, Administrative Assistant



November 26, 2008

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

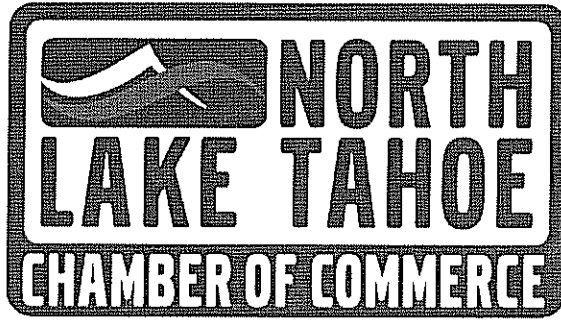
Re: Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the North Tahoe Business Association (NTBA)

Background

Please refer to the NTBA grant application which is provided in the Subcommittee section of this packet. The Subcommittee will present its recommendation to the Committee.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendation and take action, as appropriate, regarding the NTBA grant request.



November 26, 2008

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: **Agenda Item G** - Status Report - Marketing Tool Development Process
Agenda Item H - Reminder - December 29th Deadline for Applications
for Appointment to the 2009 Chamber of Commerce Advisory Committee

Staff will provide the Committee with verbal updates on each of these items at the meeting.