



**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE**

Wednesday, Dec 16, 2010 – 9am

Tahoe City Public Utility District, Board Room

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

To help ensure the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project. At each meeting, we will: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

*Debra Dudley
Alex Mourelatos
Deanna Gescheider
Kaliopé Kopley
Phil GilanFarr*

Committee Members:

*Cheri Sprenger, Chair
North Tahoe Business Association
Justin Broglio
Tahoe City Downtown Association*

*Jan Colyer
TNT/TMA*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Association*

*Mike Young
Incline Community Business
Association*

*Joy Doyle
Village at Northstar
Association*

*Caroline Ross
Squaw Valley Business Association*

*Michael Gelbman
Sierra Sun*

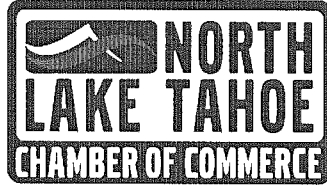
County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member

- 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 of Commerce Meeting Minutes – August 25, Oct 27 and Nov 17, 2010
- E. Chamber Program and Project Updates - Kym Fabel (5 minutes)
 - Monthly Business Plan Implementation Report
 - Upcoming Chamber Activities
- F. Discussion and Possible Recommendation on the Chamber Grant Fund Request
- G. Presentation, Discussion and Possible Recommendation to Staff on a new Chamber Ambassador program – Kym Fabel (15 minutes)
- H. Adjournment



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

August 25, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Justin Broglio, Heather Leonard, Elizabeth Hill, Caroline Ross, Phil GilanFarr, Joy Doyle, Cheri Sprenger, Ron Yglesias, Kali Kopley, Kay Williams and Alex Mourelatos

RESORT ASSOCIATION STAFF: Kym Fabel, Andy Chapman and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Marguerite Sprague, Susan Croft, Rob Weston and Linda Williams

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:12 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Pettit Gilwee reminded everyone about the First Annual Restaurant Week scheduled for Sunday September 5-12, 2010. There are 30 restaurants participating. Pettit reminded the committee that you can go to tahoerestaurantweek.com to see all the participating restaurants and their "Special Restaurant Week" menus. She wants to encourage everyone to get out there and dine and she thanked the NLTRA and the NLT Chamber of Commerce for their support.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Kym Fabel would like to add the presentation of the ROI report from the Sierra State Parks to the agenda.
- 3.2 **M/S/C (GilanFarr/Broglio) (12/0) to approve the Chamber Advisory Committee agenda as presented with the addition of the ROI report from the Sierra State Parks Foundation.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 Joy asked if the new combined Chamber/NLTRA logo is ready to be distributed. Andy replied it is complete and staff will send it out via email to all of the partners.
- 4.2 **M/S/C (Broglio/Colyer) (6/0) to approve the Joint Marketing Chamber of Commerce Advisory Committee Meeting Minutes- July 28, 2010. Joy, Kali, Liz, Phil, Caroline and Heather Abstained**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. Kym reported that there was a joint mixer with the Truckee Chamber at Northstar on August 10th and it was very successful. There will be a 'Holiday Mixer' at the Resort at Squaw Creek scheduled for September 8th. The Chamber hosted a ribbon cutting ceremony at a new bar and grill in Kings beach called, The Grid, on August 20th. Kym reported that the Chamber is going to start providing ribbon cutting ceremonies for new businesses coming into the community even if they are not Chamber members. This is a new direction that the Chamber is going in and she is very excited about it. On August 14th the Chamber co-sponsored a ChamberEd class with SHRA on 'Professional Women in Business' at Granlibakken. The next ChamberEd class on 'The Art of Public Speaking' is scheduled for September 14th at The Chateau in Incline and another ChamberEd seminar is scheduled for September 21st called 'Windows 7 and Office 2010,' prizes will be given away at this seminar and the cost of \$20 includes breakfast at Granlibakken. The Membership Luncheon is scheduled for October 13th at the North Tahoe Event Center. Andy reported that Joanne Marchetta from the TRPA will be the keynote speaker at the Membership Luncheon. The 25th Anniversary Autumn Food and Wine Festival is scheduled for September 10-12th and Kym said she is looking for Grape Stomp teams for Friday's Grape Stomp and Luncheon. The cost for the luncheon is \$200 per team and it includes lunch, grape stomping and wine. The Chamber along with the Sierra Sun and the Lake Tahoe Bonanza will be conducting the Washoe and Placer County Candidate Forum scheduled for early October. Kym reported that Chamber Memberships are at 628 members. She said that staff conducted some database clean up and that is why the members are down from last month. Kym then gave a staff report on the 'Chamber News and Events' e-blast sent out every Wednesday. She said that in Incline there is an open rate of 22.6% and the rest of the community's open rate is 27.3% (the industry average is 13.8%).

6.0 TOURISM DIRECTOR'S REPORT – ANDY CHAPMAN

- 6.1 Andy reported that he and Ron met with Jennifer Merchant and Tom Miller from Placer County last week to discuss the annual NLTRA contract which is in the process of being finalized. The contract is scheduled to be presented to the NLTRA Board next week and to the Board of Supervisors on September 14, 2010. Andy said that they are looking at increasing the Special Events Grant Fund from \$30,000 to \$50,000 this year. Kym reminded the Committee that the specific dollar amount of the Special Event Grant will not be known until September. Andy reported that the Lake Tahoe Basin Prosperity Plan Economic Forum was held on August 16th at the Hyatt. It was well received and around 75 people attended the invitation only event. The next day, at the Lake Tahoe Summit, Norma Santiago and Trish Kelly presented parts of the LTBPP which generated a substantial amount good press. Andy discussed the questions that the Committee had about the LTBPP at the last Chamber meeting. He said that he discussed the Committee's concerns at the LTBPP Steering Committee meeting and they are working on the issues. Andy stated that there was a site visit in Tahoe with the organizers of the Amgen Tour of California. He thanked the Committee for welcoming the organizers from Amgen and their assistance during their visit. Cheri asked when they are going to announce if the race will be held here. Andy replied that they will let us know in October. Kay said that she spent time on the GoTahoeNorth.com and there is nothing listed in the events after October 2, 2010. She would like for staff to list events that occur annually on the Calendar. Andy replied that he would have Shelley Fallon and staff adds future events to the calendar.

7.0 PRESENTATION AND DISCUSSION ON GEOTOURISM-MARTINI MORRIS WITH SIERRA BUSINESS COUNCIL

- 7.1 Kym introduced Martini Morris, the Watershed Education Assist and AmeriCorps Member. Martini said that the definition of Geotourism is tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well-being of its residents. Geotourism helps travelers to tread lightly and enjoy a locale's

sense of place. She said that travelers are looking for an authentic travel experience, and geotourists seek out local services, activities, focused on sustainability and they value the destinations stewardship. She stated that there are three variables to the SBC's efforts: the website (SierraNevadaGeotourism.org), a printed map guide and the Geo Council. Martini reported that the benefits of geotourism are to the environment by encouraging sound destination stewardship that keep growth to sustainable levels and limits negative impacts such as overcrowding and resource pollution, it benefits residents by promoting local services and employment and benefits visitors by informing residents about their needs and expectations. Martini said that National Geographic has implemented and manages the geotourism project which is funded by grants and they are always looking for more grants. Partners and endorsers to the project include chambers, counties, communities and cities. She stated that they are trying to empower the community to inform the project implementers of what each individual community finds unique (geotourific assets) and they are asking for nominations. You can go to the website www.sierranevadageotourism.org and nominate events, local businesses, historical and cultural sites, artists, musicians, crafts-persons and more. She said that there are specifications for the nomination, it has to include a picture and it has to have good contact information. Kay asked if you submit a nomination can you go back and make changes to it. Martini replied that yes you can go back to the website and make changes. She said when you make a nomination it goes to the editor to ensure that it is complete prior to it being posted on the site. There was discussion on how to make your nomination the most visible and Martini replied that if there are any questions you can call or email them. They are gathering the nominations for Northern Sierra and everyone needs to get their nominations in by August 30, 2010. Joy asked how they are marketing the website. Martini replied that it is on the Nat Geo website and SBC is marketing it as well. Kym asked the committee if they would like for the Chamber to be a partner with SBC on geotourism the committee agreed unanimously. Phil would like for Kym to place some NLT Chamber supported nominations or key points of North Lake Tahoe. Kym replied that she and staff will start working on it.

8.0 PRESENTATION OF ROI FOR THE OLYMPIC HERITAGE CELEBRATION-ROB WESTON

The Olympic Heritage Celebration was awarded \$8,000 for their marketing efforts. Rob Weston distributed packets to the Chamber Committee. He reported that the money was strictly used for marketing mainly targeting media advertising through: Comcast TV, KCRA TV and KCRA.com. Squaw Valley Ski Corp had a projected advertising budget of \$100,000 which also marketed the event. The PR was handled through Pettit Gilwee, Eric Brant and the Chamber was distributing e-blasts. Rob reported that they estimated that North Lake Tahoe had an increase of 35,000 visitors. Rob stated that they did have a hard time raising funds. The local community was very supportive but outside the community they had a hard time getting sponsorship sales. He said they would like to continue the program next year as a three day event and they are leaving it up to the OHC Board to request funds from the Grant program. Kym asked if Squaw ever did a 'Ski for the Museum Day' to generate funds. Rob replied no but it can be asked in the future. Jan asked if they knew where the museum is going to be located; Rob replied that they haven't finalized a location as of yet. Kay said that without the \$8,000 grant the event probably wouldn't have happened and without the community support the event would have failed. She would like to see the event move forward and we (as a committee and a community) should continue to support the event. Alex said that the benefits are obvious from the OHC but he suggests that staff reviews the ROI reports prior to the applicants presenting them to the committee. Justin would like to see the Committee look at each ROI and see which events performed the best as far as money spent on lodging, dining and retail and distribute the grant money accordingly.

9.0 PRESENTATION OF ROI FOR THE SIERRA STATE PARKS FOUNDATION-MARGUERITE SPRAGUE

- 9.1 Marguerite passed out the collateral created from the grant money that they received. She reported that they had scheduled 5 events this year and unfortunately they only

produced one due to staff being ill and departing. They had a very successful event, "Golden Twilight Dinner at the Pine Lodge." From the event they gained new memberships and a few major donations. The event also raised the profile of the State Parks. Marguerite said that Tahoe's crowded summer calendar had an impact on their event schedule. They used the grant money to implement a website, facebook pages, advertising on Tahoe TV, constant contact blasts, printed ads in the Weekly, Z events, Sierra Sun articles and PR through Pettit. Linda asked how many attended the Pine Lodge event; Marguerite said that they had 54 attendees. Marguerite said that the Chamber of Commerce was invaluable for this event and the events would not happen without the Chambers Support.

10.0 SEPTEMBER MEETING DATE

- 10.1 Cheri would like to move the September meeting to October 6, 2010 due to Cheri being away at a conference.

11.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 11.1 **NLT Chamber**-Kym reported that Ryan Slabaugh would like to be replaced by Michael Gelbman. Kym will contact Ryan to have him send a letter to the NLTRA Board of Directors.

SVBA-Elizabeth Hill reported that Caroline Ross is back and will be representing the SVBA due to Elizabeth moving out of the area. Caroline reported that they will have the Alpen Wine Festival on September 5, 2010.

West Shore Association-Kay reported that the West Shore Café was purchased by JMA and they are doing an event on Labor Day and they intend to be open throughout the winter. She also reported that Obexter's has been a wonderful addition to the Westshore.

NTBA-Cheri said they just finished up their music series and it was a very successful series the average attendance was from 800 to a thousand people. She said it is probably the busiest summer they have seen in 15 years. They are now gearing up for passport to dining scheduled on October 7, 2010.

NORTHSTAR-Mountain Biking in the Park will be open on Friday, Saturday and Sunday after Labor Day weekend. The 'Double Whammy' season pass price goes up on October 1st it is \$399 right now

TMA-Jan reported that Tart's overall service from July 1st to August 20th is down 2% but the Westshore is up 9%. The Airport Shuttle is up 10% from last August. The new Northstar 'Night Rider' is doing really well for a new program.

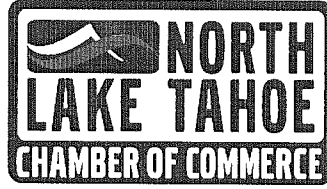
TCDA-Justin reported that the Tahoe City concerts are doing well. The Harvest Festival is scheduled for October 9, 2010. They will be having 2 for 1 fall dining week after Harvest Festival.

Tahoe Maritime Museum-Heather reported that she is also leaving the area. She would like to know if another museum employee can fill in for her until the end of the year. Cheri said that her and Kym will discuss it and let her know. Patty Williams will be Heather's replacement at the museum.

12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:06 a.m.

Submitted by,
Emily Sullivan
Program Assistant



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

October 27, 2010 – 8:30 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Ron Yglesias, Mike Gelbman, Phil GilanFarr, Joy Doyle, Kali Kopley (via Skype), Cheri Sprenger, Caroline Ross, Alex Mourelatos and Bill Edic (for Kay Williams)

RESORT ASSOCIATION STAFF: Kym Fabel, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE:

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 8:40 am. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 Cheri announced that Robert Frohlich passed last night and she asked the Committee to take a moment of silence in his honor.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Young/Mourelatos) (10/0) to approve the Chamber Advisory Committee agenda as presented.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 M/S/C (Mourelatos/Young) (10/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes- October 6.

Note: Need to approve August Chamber of Commerce Minutes at the next scheduled meeting because they were not approved at the last meeting due the lack of a quorum. The minutes will be included in next month's packet for review

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel reported on the Chamber Program and Project Updates. Kym said that last month was really busy with mixers and Candidate Forums. The Chamber was involved in the NLT Fire Protection District Forum, the IVGID Forum and the Placer County Forum; this was a great way to let everyone get to know their constituents. Ron attended the Placer County Board of Supervisors meeting on October 18th. Kym said that she is still planning for the NLTRA Board elections: there are 3 seats open and you must apply by November 5th. Alex wanted the committee to let everyone know about the open seats available. Kym said that the end of October and November are very busy. There is a mixer for the Sierra Sun tomorrow night in Truckee and another mixer scheduled for

November 3rd with Pullen Realty. Kym also said that there are four ChamberEd Classes scheduled in November; three of those classes are for "Website Development" and there needs to be 12 people signed up for the class to take place. The other ChamberEd Class is "Train the Trainer" scheduled for November 5th. The Winter Recreation luncheon is scheduled for November 10th at the Olympic Village Lodge.

6.0 REVIEW, DISCUSSION AND POSSIBLE ACTION FOR RECOMMENDATION TO NLTRA BOARD OF DIRECTORS FUNDING OF COMMUNITY MARKETING GRANT APPLICATIONS

- 6.1 Cheri discussed the number of grant applications they received this year. She stated that this year there were 29 requests and the time the Committee had to review all 29 grants was not realistic. She suggested a subcommittee should be re-established for next year. Cheri said that there is \$100,000 available for Community Marketing Grants; \$50,000 is earmarked for the five Business Associations (it is a "gentleman's agreement that each Business Association will receive \$10,000, however the dollar amount each Business Association receives is not written into the contract with Placer County. The other \$50,000 is to be distributed among the grantees that have submitted applications that meet grant specifications. Cheri wanted to remind the Committee to think about legacy events (events that have been in the community for a number of years), look at the longevity of the event (how many times they have held the event) and how many times have they have requested funds from the Community Marketing Grant Program. Phil believes all grant applications need to be submitted 30 days prior to the meeting that decides the grant fund distribution and there should be a cap on the amount grantees are allowed to request. Cheri reminded the Committee that just because there is a grant request, it does not mean that every event can be funded. She said the Committee needs to be responsible in making good decisions while distributing funds to the grantees. Cheri stated that the grant money is to be used only to market events and programs. She suggested the Committee eliminate any grants that do not comply with the grant guidelines.
- 6.2 Joy wanted to have a discussion concerning the distribution of funds to the Community Partners. She was unaware that the Village at Northstar could request more funds for events over and above the \$10,000 designated to Community Partner Grant. Caroline clarified that the Squaw Valley Business Association and the Squaw Village Neighborhood Company are separate entities. She said she didn't realize that the money granted was "seed money" for new events and if that is the case she will pull the Village Oktoberfest application from the program; but, if granted they will use the funds to market in the Bay Area. Justin thinks the event should remain on the list until future discussion. Cheri stated it doesn't have to be a new event but the money should be used to seed new events or bring a current event up to the next level. Justin reminded the Committee that it is possible to give grantees a lesser amount requested and offer them other in-kind services that the NLTRA/Chamber can provide. Kali said that when she reviewed the applications it was stated that it should be seed money and she thinks that should be a priority in the decision making process. There was a conversation regarding the Business Association Grant Funds vs. Community Marketing Special Event/Program funds. Cheri said that she and Justin use their designated \$10,000 for district wide marketing which is not enough funding to additionally market specific events; consequently they have requested additional funds to market specific events.
- 6.3 Alex said that there needs to be a better understanding of the grant criteria prior to the meeting in which the grant applications are reviewed. He said this program has grown into a specific policy recommendation concerning events, which will be presented to the NLTRA Board next week. Caroline asked if grantees that have previously been granted funds and not turned in their ROI should receive funds for 2010/2011. Kym stated that all the grantees except for Granite Chief Communications are within the 90 day time period.
- 6.4 The following is the Chamber Committee's grant amount recommendations to the NLTRA Board:

Ski Dazzle Sacramento-The Committee recommends \$509 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. They are using the funds to produce marketing materials to be used to market to destination travelers in trade shows.

Lake Tahoe Open Water Swim & Lake Tahoe Triathlon-The Committee recommends \$500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This is a new event. Big Blue has excellent reputation for producing first class events and it is important for NLTRA/Chamber to be branded as the outdoor adventure capital.

Ability Celebration-The Committee recommends \$864 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. It is important that the NLTRA/Chamber is associated with this type of event.

Luna Fest-The Committee recommends \$750 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. They have shown in past ROI reports that Bay area overnight stays increase every year adding TOT funds.

Pacific Coast Trial Runs-The Committee recommends \$1500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. They also need to meet with staff to go over the ROI and how they can measure results. It is important for NLTRA/Chamber to be branded as the outdoor adventure capital.

Joe King- Cheri is removing the Joe King Poker Tournament from the Grant requests due to strike zone (would like to move event to Presidents Day Weekend in the future) and possible conflict with Business Association Grant Request.

Tahoe Truckee Earth Day-The Committee recommends no funds to be given due to it being a local day trip event that does not produce enough TOT Funds but the recommendation of in kind services from the NLTRA/Chamber. The goal of "Educating the Public" is a great goal but it is not going to produce TOT funds.

Annual Pro/Am Disc Golf Tournament-The Committee recommends \$1500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and there is a link from their Tournament page to gotahoenorth.com. to increase TOT funds. Influences repeat family overnight stays throughout the summer months.

Tahoe Maritime Events-The Committee recommends \$1560 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This brochure has a one year shelf life and encourages repeat overnight visitation.

Tahoe City Wine Walk-The Committee recommends no funding due to concern that it is a three-hour one-day event that does not produce TOT funds. The Committee asked why they are requesting funds if the event is already successful and does it fit the strike zone.

The Great Ski Race-The Committee recommends \$1000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the funds are used for flyer printing, linkage with GTN.com lodging page to increase TOT and they need to meet with NLTRA staff. This event has a large potential for an increase in Placer County TOT.

Peaks and Paws Festival-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate

marketing materials for out of area marketing to bring this event to the next level. Clarification was made that this is not a SVBA event.

Tails in Tahoe-The Committee recommends no funding due to un-fulfillment of past specifications and requirements. No ROI was submitted for the 2009/10 grant within the 90 day policy.

Opening Day at the Lake-The Committee recommends no funding, but the offer of in kind services from the NLTRA because they didn't explain how the funds would make the event grow. It is an ongoing local event that doesn't produce TOT, but instead, is for locals and second home owners and it is outside of the strike zone. The amount requested is 57% of their entire marketing budget which is a large percentage. There was concern about the Westshore already receiving \$10,000 and this would be another \$3000 on top of that which may become an issue.

SMSC 3rd Annual "Fire in the Sky"- The Committee recommends \$2400 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. The Committee recommends funds are used for printed programs and brochures and they meet with staff and include a GTN.com lodging link on their website and registration forms. This event has a high potential for TOT revenue with over 2000 attendees

Tahoe Sierra Century- The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the assistance with in-kind services from the NLTRA. This a great event with an emphasis on cycling with 600 cyclers which is a good opportunity for TOT

Sick & Twisted Freestyle Tour-The Committee recommends \$3050 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the funds are to go towards posters and poster distribution and an on-mountain banner with the NLTRA logo or the NLTRA/Chamber combined logo. Demographics include families of participants which has great TOT potential.

The Music Festival- The Committee recommends no funding due to it being a mature event and funds requested do not add much to their overall marketing budget. The requested \$3000 would not bring the event to the next level.

Lodging North Lake Tahoe-The Committee recommends no funding due to new efforts of the NLTRA Marketing Department with substantial NLTRA funds going towards marketing small lodging and the creation of a marketing proposal created by Smith and Jones. There is also a plan to create a "Lodging Committee"

Adventure Sport Week-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. Big Blue has performed well with other events and knows how to produce events that bring in TOT funds.

Ta-Hoe Nalu Stand Up Paddle Festival-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This event has proven a great potential for growth and building NLT as the "Paddle Board" destination.

Tour de Nez-The Committee recommends no funding but the NLTRA can assist with in-kind services. The Committee expressed concerns that there is no guarantee that the event is going to highlight the NLT area. It is also a very successful event on its own. The Committee suggests NLTRA marketing take a look at the event due to Amgen coming to North Lake Tahoe and the possibility of offering in-kind services.

Take the Lake-The Committee recommends \$3000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the funds are used to create signage and rack cards. Meets all grant requirements.

Telluride Film Festival-The Committee recommends \$5000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and in-kind services from the NLTRA. This event is in the strike zone with multi-night TOT potential

Village Oktoberfest-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. SVNC stated that they would like to work with the NLTRA to make this a weeklong North Lake Tahoe Oktoberfest. This would assist in branding NLT as a 'Fall Food and Beverage' destination. Proven successful in producing TOT with lodging package sales (27 sold in 2010).

Wanderlust-The Committee recommends \$5000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on all marketing materials. The Committee suggests NLTRA create lodging packages as well as offer in-kind services. Wanderlust 2011 is growing to a 7 night festival. They have proven high TOT funds in selling out lodging in Squaw and creating over-flow to other NLT districts. Committee members saw revenue increases in food and beverage, recreation and retail sales during this time. This event has NLTRA/Chamber sponsorship potential in the future.

Holiday Shopping Program-The Committee recommends no funding because of the event does not produce enough TOT funds and this program is a duplication of an already existing program with local businesses and the Chamber.

TOCATA-The Committee recommends no funding but the offer of NLTRA in-kind services. They have been requesting funds for the past 3 years and the Committee is unsure if the event creates enough TOT revenue. Past grants have failed to bring this event to the next level. The events are not in the strike zone (Christmas/February). If the event can create TOT funds in the future then they are welcome to reapply.

Chamber-The Committee recommends \$10,000 is granted on the condition that the money be set aside for one month. During that time the Committee and the Chamber will make a set plan on how the funds will be used to effectively market the entire region of NLT or the funds will be used to fund other grant requests.

Joy asked how the Chamber has funded events in the past. Kym replied that the Chamber has not been able to fund or sponsor events in the past. She said that *The mission of the Chamber is 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.* Kym said that the funds would assist in promoting North Lake Tahoe as a region. One example would be a combined buy with all of the Community Partners with **Tahoe TV**. The Community Partners would contribute \$2000 and the Chamber would contribute \$3000 to create a region wide 30-second spot. Cheri and Justin already use some of their funds to market on Tahoe TV and Cheri believes it would be a good idea to pool together funds and get a proposal from Tahoe TV to gain more exposure. Caroline said that Tahoe TV is already in-market so she would still want to specifically market Squaw Valley. Joy agreed with Caroline. Justin said he would prefer the Chamber not use funds to market the Summer Long Concert Series. Cheri said other Chambers normally sponsor events and the NLT Chamber has not been able to sponsor events in the past. She feels that it would be a good idea if the NLT Chamber had funds and was able to sponsor events. Joy reminded the Committee that the NLTRA supported the concert series through a \$40,000 media buy through marketing funds. Mike expressed concern that the Chamber would be unable to sponsor events in Nevada with the

designated funds. Alex said that the whole program is limited regionally. Mike is concerned about what the Chamber does for Incline businesses. Ron stated that this is an opportunity for the Chamber to support everyone. He suggested that the \$10,000 be set aside for future funding of the Chamber or other grant requests that would come back before the Committee. The Committee agreed that it would be a good idea to set aside \$10,000 to either be granted to the Chamber or another Grantee.

Mike G. asked if receipts are requested to prove that the money is spent on what the application stated. Justin said that the Committee is aware through the ROI reports that the grantees spend the money on what is stated in the application. Alex asked in the past if there is any documentation on what is requested when they are funded. Cheri said yes they do go over what is requested of the grantees to receive funds.

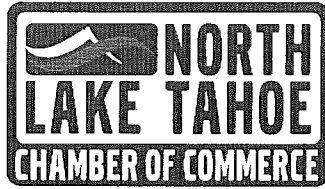
6.5 M/S/NC (Mourelatos/Broglio) (0/10) to approve the discussed amount in Grant Marketing Funds to designated grantees. (The motion was not carried and is formally pulled)

6.6 M/S/C (Broglio/GilanFarr) (10/0) to approve the total amount of \$49,133 in Grant Marketing Funds to designated grantees as presented and finalized by Committee (see attached documentation for distribution of funds)

7.0 ADJOURNMENT

7.1 The meeting was adjourned at 12:30 p.m.

Submitted by,
Emily Sullivan
Programs Assistant



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

November 17, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Sherina Kreul, Justin Broglio, Caroline Ross, Jan Colyer, Mike Young, Cheri Sprenger, Ron Yglesias, Kali Kopley, Caroline Ross and Kay Williams

RESORT ASSOCIATION STAFF: Kym Fabel, Andy Chapman, Judy Laverty, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Ernie Brassard, Bill Jensen

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:05 a.m. by Chair Cheri Sprenger, however a quorum was not established, due to the lack of two NLTRA Board members.

2.0 PUBLIC FORUM

- 2.1 There was no public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Bill Jensen will give an ROI presentation for "Tails in Tahoe" ROI prior to item G.
- 3.2 **Due to the lack of a quorum the Committee accepted the agenda by acclamation.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 Cheri reported Alex Mourelatos pulled the minutes from the Chamber Advisory Committee meeting on October 27th from the NLTRA Board meeting packet because he would like to revise the conversation concerning the Chamber Grant request.
- 4.2 **The minutes for August 25th, October 27th and were tabled until next months meeting.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. She said this has been a busy month with the Chamber hosting three mixers, co-sponsoring four ChamberEd Classes and producing the Winter Recreation Luncheon. The E-Commerce ChamberEd class had a great turnout; 22 people signed up. This class is very beneficial to Chamber members. Kym reported the Winter Recreation Luncheon was sold out and there were 30 speakers. She said she has been planning the 'Front of the Line Employee' field trip in conjunction with TNT/TMA, Tahoe Maritime Museum, the Gate Keepers Museum and the UC Davis TERC. This field trip is designated to give front line employee's activity ideas to share with visitors focusing on what to do when you are not skiing and family fun activities; encouraging greater community collaboration for recommending local businesses. The board election ballots have been mailed and must be turned in by November 30th. Kym said she will be sending out informational e-blasts for candidates (if they choose) in the next week. There will be a Chamber mixer tomorrow night at the North Tahoe Arts and the Visitor Center from 5 to 7 pm and a Leadership Alumni Breakfast Friday morning at the Sierra Nevada College. Kym told the

Committee that Bank of America is not having its annual holiday mixer this year but look at the Chamber's online calendar for upcoming holiday mixers.

6.0 NLTRA EXECUTIVE DIRECTOR'S REPORT – RON TREABESS

- 6.1 Ron Treabess reported that the board election ballots have been sent out and he encouraged everyone to vote. The new Board members will be announced on Dec 1st at the NLTRA Board meeting. There will be at least two new members on the Board. The Executive Directors search is ongoing and they will be interviewing people from out of the area on December 2 & 3rd. They are looking to select a candidate mid December. Infrastructure projects that are in the works include the Tahoe City Historic Walk Project and the Truckee River Access Plan and planning for the Tahoe City Fire Station site.

7.0 ROI REPORT FROM TAHOE-E NALU-ERNIE BRASSARD, TAHOE SUP

- 7.1 Ernie presented the Tahoe-E-Nalu ROI report. He said this year's Tahoe-E-Nalu was challenging with the addition of more races and poor weather but it was the first time they were able to draw top athletes from around the world. They had 360 competitors in the race and a successful children's race. Ernie said they applied the \$3000 Community Marketing Grant funds on the following; Standup Paddle Magazine-\$1000, weekly movies-Tahoe City-\$700, posters and banners-\$440, local TV-\$500 and printing, mailing and invitations-\$360. Some of their sponsors included the following; Quiksilver, Sawyer Paddles, Stand Up Paddle Magazine, Rainbow Sandals, Beyond Coastal, Cliff Bar, Hobie and Teva. Ernie reported the two day event cost \$52,000 to produce. Local businesses reported higher than normal traffic and sales, local Motels' in Kings Beach and Tahoe Vista reported up to 80% of their occupancy was from the event. According to Brassard restaurants and Taverns also reported increased business in spite of the adverse weather. He said this sport is family oriented, appropriate for all ages, healthy, eco-friendly, growing locally and everyone pitches in to clean up after every race. This year's upcoming race will be held on August 13-14th and they are producing a compilation video consisting of previous race footage to gain more corporate sponsorships. They are looking at having more press this next year and hoping for calm weather. He said the sport is growing 200-300% a year. Kym asked Ernie how he felt about his experience regarding the new addition to the Grant Program (meeting with NLTRA's Special Event Manager). He thanked the Committee for the grant and he thinks this is a great program that works well for event producers. He said the event has grown and they are now looking at partnering with a professional event producer. Judy stated the NLTRA is committed to this program and the goal is to establish this region as 'The Largest Flat Water' venue in the country. Andy said this is an example of the NLTRA's strategy in assisting events in the area with funds, Marketing, PR assistance and in-kind services. Ron stated the NLTRA is looking at opportunities like 'Paddle Boarding' to get visitors to Lake Tahoe for a certain activity.

Action Item: The Committee Accepted Tahoe-E-Nalu's ROI Report

8.0 ROI REPORT FROM TAILS OF TAHOE-BILL JENSEN, GRANITE CHIEF COMMUNICATION

- 8.1 Bill Jensen is here to present the ROI report for 'Tails of Tahoe' which was held June 5-6, 2010. This celebration weekend was designed to benefit the Humane Society of Truckee Tahoe. Bill reported that they received a \$1500 grant and their marketing budget was \$2,700. He said they judged their success through attendance, funds raised and lodging and food and beverage sales. He reported that on Saturday there was 150-200 people that purchased tickets for the 'K-9 Encounters Expo' and Shannon Bahrk's Homecoming at the Boatworks Mall, Sunday there was an estimated attendance of 250-300 people at the 'Dogz in Dudz & Truckee Duckie Derby' at the River Ranch. They raised \$1036 more than last year for the Humane Society, a 34% increase. The River Ranch Lodge estimated a 15-30% increase in lodging from the year before and food and beverage sales were up 80%. Bill said they conducted their marketing through several email blasts, a banner in Tahoe City, print and editorial in Tahoe World and the Weekly, live radio with KTKE, and TV. They had a live interview with Shannon Bahrke on TV and a paid commercial reaching over 160 households in the Reno Tahoe Area. He then

presented the TV commercial that ran on RSN to the Committee. Bill thanked the Committee for the Grant and said that the Humane Society benefited both financially and through increased pet adoptions. He said the event is scheduled again next year for June 11-12th.

Action Item: The Committee Accepted the Tails of Tahoe ROI Report

9.0 PRESENTATION AND DISCUSSION ON THE NLTRA SPECIAL EVENT POLICY AS PRESENTED AND ADOPTED BY THE NL TRA BOARD ON NOVEMBER 3, 2010-ANDY CHAPMAN

9.1 Andy presented the NLTRA's proposed Event Strategy. Alex Mourelatos and Deb Darby worked on the Event Strategy presented to the Committee. Andy reviewed the annual timeline documenting the 'Strike Zone' periods. The 'Strike Zones' include the first two weeks of January and the last two weeks of August. The goal is to find a way to extend current events or encourage new events to occur in the 'Strike Zones.' Andy then reviewed the NLTRA Event Marketing Resources chart; Performance Marketing (measuring the success of events), Marquee Support (provide money and resources to an existing event), Brand Development/Marquee AND Brand (bid on an event and win then develop a future plan, also marketing local events in line with large events), Sponsorship (money given to 'mature' events gaining benefits of the event exposure), Marketing Funds (funds given to support marketing efforts/using our marketing funds to market an event), In kind services (example would be a media buy, event guidance or PR efforts). Andy said they want to use events such as Amgen to promote North Lake Tahoe as a biking destination or the Paddle Board Series to promote NLT as a Paddle Board Destination. The NLTRA is looking at moving some events which are requesting Community Marketing Grant Funds to the Premier/Marquee (Sponsorship) level such as SnowFest.

9.2 Andy said he and Judy recently met with the RSCVA's Event Manager to go over the RSCVA's current event strategy. He said they have a separate Event Committee that meet with a panel privately to discuss event strategies. Kay asked if there were questions at the Board meeting on how the Chamber Advisory Committee designated the grant funds at the last meeting. Andy replied no, but there was discussion on how they could take it to the next level, especially streamlining the ROI report process. He would like to request the ROI report data in a specific format to be able to review the ROI measurements more accurately. Cheri said one of the reasons this was discussed is there was mention at the Marketing meeting that "We request an ROI and then sometimes we don't believe them." Cheri said when this program first started there was only \$15,000 in grant money and now it is \$50,000. She also said the Business Associations are event heavy and she would like to schedule a meeting with the NLTRA and the Business Associations to improve events held in their districts. She wants to be able to request funds for specific events on top of the \$10,000 each Business Association already receives. Andy replied he is very open to a meeting with the Business Associations concerning improved success of their events on the North Shore. Cheri said she would like to clarify Grant Funds vs. Sponsorships. The Grant Program is not a Sponsorship. She said the music series was an example of a sponsorship with NLTRA's marketing funding \$40,000 to successfully market the series. She asked if there are marketing funds available to support other events. Andy replied the plan is to try and bring big events to the community such as Amgen and he wants to make sure the funds are used responsibly. Kali stated that the Committee needs to look at the Grant Program and revise it while it is fresh in everyone's minds. Andy stated that staff plans to look at the RSCVA's Event Strategy and see if some of the ideas can be implemented to the Community Marketing Grant Fund Program. He would like to create a Subcommittee to review the Marketing Grant Fund Program and the Event Strategy and would like the Marketing Grant Program moved from a Committee discussion to a panel discussion. He said the RSCVA takes an entire day to go over grant applications and they break down their budget into percentages and then designate what percentage goes towards certain types of events. The RSCVA also has an online application that has to be filled out by a certain date and the applicants must include specific documentation to support their

application. Kay asked if the NLTRA should set infrastructure and event goals to make NLT a destination for biking, paddle boarding, music, food and wine and winter. Cheri asked Andy to come up with a Subcommittee and would like this to be an item on both of the Marketing and Chamber agendas in January.

Action Item: Staff to create a 'Meeting Subcommittee' and have item added to both Marketing and Chamber agendas in January

10. DISCUSSION ON THE CHAMBER'S GRANT FUND REQUEST

- 10.1 Cheri said this discussion is based on the Chamber's request for Community Grant Funds in the amount of \$10,000. Ron Treabess said that Placer County agreed that the Chamber could apply for \$10,000 included in the \$50,000 for potential Chamber requests; if the funds are not given to the Chamber there is a possibility the funds will go back to Marketing and will not be used for other grant requests. Ron said the NLTRA Board approved the \$40,000 designated to the applicants at the last meeting but they are waiting for direction from the Chamber Committee concerning the additional \$10,000 set aside for the Chamber's use. Kym said the funds would be used to improve member services and Chamber programs such as ChamberEd. This would include hiring professional trainers to enhance the existing ChamberEd program. The Committee discussed how the Chamber and the Business Associations could work together without funding duplicate programs. Kay said the Chamber made money in the past and she would like to see the Chamber use the funding to create a Chamber fundraiser to become more sustainable. Cheri said successful Chambers produce one or two events a year to raise funds. She asked if some of this money could be set aside to start a fundraising event for the Chamber. Caroline asked the Committee if everyone agreed that a portion of the money be set aside for an event or program that could make money for the Chamber. The Committee agreed. Ron said for this year, the money should be spent similarly to the \$10,000 grants each Business Association receives. Andy stated these funds need to be earmarked specifically and the Chamber should use them for a new program or event not an existing program. Cheri said the Chamber needs to use these funds to create revenue and membership builder. She doesn't think the Concert Promotion and the Leadership program should be funded out of the \$10,000. Andy suggested staff create a new plan to present to the Committee at the next meeting. Ron stated that the NLT Chamber does not receive Placer County funding like other Chambers.

Action Item: Staff present new plan to the committee at the next meeting

11.0 PRESENTATION, DISCUSSION AND POSSIBLE RECOMMENDATION TO STAFF ON A NEW CHAMBER AMBASSADOR PROGRAM

- 11.1 This item was tabled until next month

12.0 DECEMBER CHAMBER MEETING DATE

- 12.1 After discussion the Committee decided to move the December meeting to December 15th. This will be a short meeting reviewing the Community Grant Fund Process and the Ambassador program there will be no ROI reports.

Note: After the meeting Cheri contacted Kym to say that the Boulder Bay meeting is scheduled for December 15th so the Chamber Committee meeting will have to be rescheduled.

13.0 ADJOURNMENT

- 13.1 The meeting was adjourned at 11:32 a.m.

Submitted by,
Emily Sullivan
Program Assistant

November 15, 2010

To: Chamber of Commerce Advisory Committee
Fr: Chamber Staff
Re: Presentation, Discussion and Recommendation to Chamber Staff on Chamber Ambassador Program

Background

The 2009-10 Chamber Business Plan (BP) has a list of Objectives and Action Plans for the Chamber of Commerce to achieve its goal and mission.

The BP has tasked the Chamber staff to create a new and fresh ambassador program as follows:

Objective 1

Take specific actions to ensure the Chamber's capacity to fulfill its adopted mission.

As part of actions in support of this Objective, the Chamber will gather information about how chambers of commerce operate in similar communities. This information will be used to identify opportunities to improve fundraising and Chamber revenues, diversify Chamber programs and participation, and add value to Chamber member benefits.

Action Plan:

Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of North Lake Tahoe Visitor Centers. Program to involve ambassadors as the "Face of the Organization" which involves developing a training program with talking points about the Chamber and NLTRA.

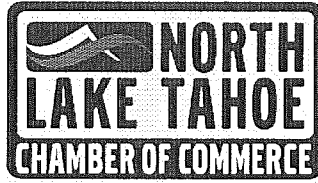
Timeline: Priority 1 (by Sept 30, 2010)_Ongoing.

Measurement

An increase in the number of Chamber Ambassadors, with duties as appropriate. 2 trained Ambassadors from each community (Tahoe City, Bay to Bay, West Shore, Incline Village)

REQUESTED ACTION

Recommendations from Chamber Committee on any improvements to the presented program.



North Lake Tahoe Chamber of Commerce Ambassador Program 2011

Program Purpose:

The Ambassadors serve to create and administer an awareness of and involvement in the North Lake Tahoe Chamber of Commerce. The group strives to assist in fulfilling the Chamber's mission to improve the business climate, economy, and quality of life in North Lake Tahoe. Ambassadors play a vital role in member retention, recruitment and communication.

This group of distinguished individuals is an all-volunteer group comprised of men and women of Chamber members who serve as the "goodwill arm" of the Chamber and thus are charged with extending the hand of friendship to new and old members alike. The exchanges between members and Ambassadors keep the Chamber's efforts in alignment with the desires of our membership. Attendance at ribbon cuttings, business visits and Chamber events will help promote the benefits of the chamber to potential and new members. Becoming an Ambassador opens an opportunity to connect with other individuals on a professional basis. Ambassadors are a crucial link between the Chamber and its members and help foster an active business environment.

The Chamber relies on the Ambassadors to aid in relaying information to and from members, identifying member concerns and garnering support for the Chamber.

Program Goal

The Ambassador Program goal is to be a tool to providing retention and value to the North Lake Tahoe Chamber Membership with Ambassadors from all districts in the Chamber membership region.

Program Objectives:

How we achieve our goal of winning new members and retaining our current membership is to have the ambassadors by the Chambers "good will arm". The ambassadors will:

- * promote a welcoming atmosphere to both new and members
- * promote a sense of camaraderie within the chamber membership
- * relay information to and from members garnering support for the Chamber
- * provide ambassador recognition

Action Plans

- 1) Promote a welcoming atmosphere to both new & renewing members
 - * personally meet and greet new members
 - * provide them with a welcome packet describing benefits & mug
- 2) Promote a sense of camaraderie within the chamber membership
 - * Meet a & Greet at Chamber mixers
 - * Attending ribbon cuttings and other various Chamber functions
 - * Monthly ambassador breakfast/lunch meetings
 - * Participate in Chamber Event planning
- 3) Relay information to and from members garnering support for the Chamber
 - * identifying member concerns and garnering support for the Chamber.
- 4) Provide Ambassador Recognition
 - * Community Awards Dinner
 - * Ambassador page on Chamber Website listing names