



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Wednesday, December 10, 2014 – 9:00am
Tahoe City Visitor Information Center

Mission of the North Lake Tahoe Chamber of Commerce

"To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

**Business Association
and Chamber
Collaborative Members**

NLTRA Board:
Kaliope Kopley

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc.

Jaclyn Woznicki
Trunk Show

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business
Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

County Representative
Dave Snyder

Quorum
3 members including 1 NLTRA
Board Director

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 Membership 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 Meeting Minutes-**MOTION**
 - October 15, 2014
 - November 12, 2014
- E. New Proposed Meeting Date & Time
- F. Touch the Lake Campaign Update-Request for Prizes
- G. 2014/2015 Shop Local Campaign Development
Year-Round Program Set Up & Release Discussion
 - Website Update
 - Business Kit Ordering
 - Marketing Budget & Campaign Discussion**Holiday Contest**
 - Marketing Plan
 - Checklist Update/Requirements from Partners
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, October 15th, 2014

North lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Stephen Lamb, Stacie Lyans, Kay Williams, Mike Young, Amber Burke, Joy Doyle, Nate Burch, Michael Gelbman, Paul Raymore, Jaclyn Woznicki

RESORT ASSOCIATION STAFF: Ginger Karl, Sandy Evans Hall

BOARD MEMBERS PRESENT: Kali Kopley

OTHERS IN ATTENDANCE: Lindsay Thayer

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:10a.m. by Caroline Ross, at 9:28a.m., a quorum was established.

- **Public Forum**

- No Public Forum

- **Agenda Amendments and Approval**

M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from August 13, 2014 and September 10th, 2014 meetings

- **Abbi Agency Presentation- Winter Touch the Lake Campaign**

- Abbi Agency presented the initial Touch the Lake Campaign that will run November through May
- Discussion about creating collateral pieces for the Touch the Lake Campaign, ie: posters, postcards, rack cards
- Discussion as to doing a Twitter Scavenger Hunt, it was agreed that this should not be done at the same time as the Shop Local Holiday Contest
- Goal would be to get businesses to participate, have them post information in windows to drive the Scavenger hunt
- Amber questioned whether Shop Local Campaign should be incorporated with the Touch the Lake Campaign, noting that Shop Local is more geared towards locals as the Touch The Lake Campaign is more geared for our out of market visitors
- Abbi to create a social package
- Chamber to possibly host an event for the purpose of encouraging the local businesses to get involved
- Touch the Lake Campaign will have measureable goals as requested by the Board of Directors that will be monthly reports provided by Abbi Agency
- The creative for Touch the Lake was well received by the committee, Abbi Agency to come up with some other possibilities
- Michael Gelbman joined the meeting at 10:13a.m.
- Discussion about the hashtags, the idea is to keep them simple and keep them the same
- Abbi Agency to provide a second Touch the Lake presentation for the Marketing Committee on October 28th, 2014 which will incorporate the feedback from October 15th BACC meeting
- Ginger Karl will collect prize donations for the Touch the Lake Campaign

- Transition from Peak Your Adventures to Touch the Lake postings will begin on November 1st, 2014

2013/2014 50K Product Development Report

- **Peak Your Adventures Recap:**
 - Caroline asked whether the rollover credit from Peak your Adventures could be used for Shop Local, it cannot because it is a credit from Abbi Agency
 - Nate Burch suggested that we look at month over month "likes" on the page and to watch the organic growth by comparing Peak Your Adventures to Touch the Lake in the future to help set reachable goals, Abbi agency would need to be involved in the process
 - Caroline Ross asked the committee to review the Peak Your Adventures on their own time
 - Stacie Lyans joined the meeting 10:21a.m.
- **High Notes Recap:**
 - High Notes Summer 2014 Campaign was discussed, it was agreed by the committee that next year the focus will be to drive more traffic to the mobile site with more social media and fewer print ads
 - Nate Burch suggested using geo-fencing (radio towers) next year for mobile display ads, looking to future
 - Amber Burke suggests to take lessons learned from Peak Your Adventures and Touch the Lake and incorporate in to High Notes for next
- **2014/2015 Shop Local Campaign Development:**
 - Timeline and proposed budget was given to the committee for the Year Round shop Local program
 - Mike Young verified that Incline Village agreed to buy in at \$500, Truckee Downtown Merchants Association agreed to buy in at \$500, Town of Truckee agreed to buy in at \$1500, and Truckee Chamber of Commerce agreed to buy in at \$500, which were the requested amounts by the committee to participate in the year Round Shop Local program
 - The first 100 businesses to sign up will receive the business kit for free that includes stickers, label, plastic holder, window decal, and postcards- budget for business kits was finalized
 - Ginger Karl to change the budget to reflect changes
 - It was agreed by committee that the Shop Local Holiday contest will roll out prior to the launch of the Shop Local Year Round Campaign-mid January
 - Caroline Ross suggested that the Grand prize vacation trip be listed on the Shop Local Holiday Contest card as well as the drop off locations
 - Shop Local Campaign discussion regarding purchasing and amounts was finalized: 10K contest cards, 8 day, 7 night vacation as the Grand prize
 - The drop off locations was agreed upon and will appear as follows:
 - Tahoe City-North Lake Tahoe Visitor center
 - Kings Beach-North Tahoe Business Association
 - Incline Village-Incline Village Visitor Center
 - Squaw Valley- The Village at Squaw Valley Lodging Check-In
 - Northstar- True North in the Village at Northstar
 - Truckee- Truckee Visitor Center
 - Mail to: P.O. Box 5459, Tahoe City, CA 96145
 - The deadline date for the return of all cards was set for January 5th
 - A subcommittee consisting of Ginger Karl, Joy Doyle, and Caroline Ross to meet to continue work on the Shop Local Holiday Contest card

Special Event Grant Process – Update

- Sub-committee reviewed over 20 applications and presentations on October 8th, 2014
- The requests for grants totaled \$117K, there will be a sub-committee meeting following the BACC meeting today to make recommendations for the Marketing Committee that meets on October 28th, 2014

• **Adjournment**

- The meeting was adjourned at 11:13a.m.

Submitted By:
Kalie Ceglia
Executive Assistant
NLT Chamber/CVB/Resort Association



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, November 12, 2014

North Lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Stephen Lamb, Stacie Lyans, Rob Weston, Mike Young, Amber Burke, Michael Gelbman

RESORT ASSOCIATION STAFF: Ginger Karl, Sandy Evans Hall, Kalie Ceglia

OTHERS IN ATTENDANCE: None

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order by Ginger Karl at 9:10am with Caroline Ross via phone in, no quorum was established.

- **Public Forum**

- There was no public forum

- **Agenda Amendments and Approval**

- No Approval as there was no quorum

- **Touch the Lake Campaign Update**

- Ginger Karl noted that the campaign went live November 12th, 2014
 - Ginger Karl requested prize donations for November contest

- **Special Event Grant Process Update**

- Board of Directors approved the Special Event grants
 - Board of Directors comments-
 - asked whether the requests came from Chamber members
 - asked for a paragraph summary for each application on why a decision was made by the Special Event Task Force
 - include the lodging properties that would potentially be used in the events
 - all of the above to be included in future applications

- **2014/2015 Shop Local Campaign Development**

- Year round program budget update was given out, the remaining marketing budget is \$5080, \$1250 for the holiday contest advertising budget, currently at \$1212, this included two print ads in The Weekly, four Sierra Sun/Bonanza print ads, 101.5FM radio ad, one print ad with Moonshine Ink, and posters for each business (made by Truckee)
 - Ginger Karl demonstrated the business packets that will be given to each participating business with the instructions for the holiday contest
 - regarding the website, it is currently pointed to the Shop Local Holiday contest and after the contest has ended, the website will be built out the Year Round Shop Local Campaign which will be kicked off mid- January
 - Ginger Karl handed out for the Shop Local Holiday Contest packets for businesses to each district representative

- **Committee Member Reports/Updates from Community Partners**

- Northstar "Let it Snow" Chamber Mixer on November 20th in conjunction with Truckee Donner Chamber of Commerce
 - NLTRA Event-Hospitality Holidays/Shop Local, Wednesday, December 3rd at 5:30pm at the North Tahoe Event Center, Kings Beach

-NLTRA Event-Winter Recreation Après Ski Party- Thursday, December 11th at 3PM at Moe's
Original BBQ-Tahoe City
Tahoe City Downtown Association Holiday Hop for Shop Small Saturday-Saturday, November 29th

- **Adjournment**

-The meeting was adjourned at 9:27am.

Submitted By:
Kalie Ceglia
Executive Assistant
NLT Chamber/CVB/Resort Association

Ginger Karl

From: Allegra Demerjian
Sent: Wednesday, December 03, 2014 11:53 AM
To: ginger@gotahoenorth.com
Cc: Liz Bowling; Ty Whitaker
Subject: Touch Lake Tahoe Updates

Hello Ginger! Hope you're having a great week.

I wanted to give you a quick update on how the Touch Lake Tahoe photo contest is going. As of this morning, we are up to **106 entries** and **1,039 impressions** from the tab. We are continuing to post weekly about the campaign as well as run ads for the pre-determined monthly amounts.

We've made final updates to the rack card design and it's being printed this week. Once they're done, we'll work with you to coordinate drop-off.

Liz and I are also in contact with Amber about photography, and it's looking like we will be able to use some of her photos in upcoming campaign collateral!

I have a few things to discuss with you:

1. Any luck with trying to get donations for a prize? Liz and I are going to see if it's possible to send out a note directly to the properties with a request. Also, with only printing 1,000 rack cards we are able to save \$200 and put that toward a prize. We will not bill you for that final \$200 so you can use it to secure a prize.
2. Have you paid for the Winter Tahoe Quarterly Ad and the Tahoe Magazine Ad? We have it budgeted into the campaign budget, but are unsure if it's something we need to pay and bill you for or if you're handling it.

Let me know if you have any questions! Thanks.

Allegra Demerjian

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Reno, NV 89501

Shop Local Business Kit Budget

what	qty per kit	cost ea	total per kit	overall total qty	overall total cost
stickers	10	\$0.56	\$5.60	3,000	\$1,680.00
label	10	\$0.04	\$0.40	3,000	\$120.00
holder	1	\$1.58	\$1.58	150	\$237.00
decal	1	\$1.25	\$1.25	300	\$375.00
postcards	15	\$0.20	\$3.00	5,000	\$1,000.00
TOTAL per KIT			\$11.83	TOTAL COST	\$3,412.00

*ONLY 150 holders needed as some businesses do not have storefronts

FIRST 100	\$0	100	\$1,183.00
PAID	\$25.00	100	\$2,500.00
		kit profit	\$1,317.00

Shop Local Business Kit ACTUAL 12-8-14

what	qty per kit	cost ea	total per kit	overall total qty	overall total cost
stickers	10	\$0.56	\$5.60	3,000	\$1,680.00
label	10	\$0.04	\$0.40	3,000	\$120.00
holder	1	\$1.25	\$1.25	150	\$210.00
decal	1	\$0.85	\$0.85	300	\$255.00
postcards	15	\$0.07	\$1.05	3,000	\$210.00
TOTAL per KIT			\$9.15	TOTAL COST	\$2,475.00

*ONLY 150 holders needed as some businesses do not have storefronts

FIRST 100	\$0	100	\$915.00
PAID	\$25.00	100	\$2,500.00
		kit profit	\$1,585.00

2014 Shop Local Draft Budget

ITEM	Proposed		Actual		2014 NOTES/IDEAS:
	YEAR ROUND PROGRAM-2015	2014	2013		
Website Hosting	\$300				
Website Development	\$1,500				
Grand Prize	(Includes 2nd Prize) \$1,300	n/a	\$0		
Contest Cards	(10,000) \$692.30				
Creative-Graphics	\$345	\$0	\$0		Dynagraphic Printing - Qty 10K @ \$2719
Printing - 3 panel brochure/remittance		\$2,800	\$315		Print Place - 50 posters?
11 X 17 Poster/Flyer		\$30	\$30		
Stickers-Holiday Contest/Sharpies	\$372	n/a	\$0		
Business Kits	(300) \$2475				
Window Decals / Flyers		\$150	\$125		
Advertising					
Print		\$1,500	\$1,030		10 ads 11/28-12/27: 1/4 page & 1/2 page
Radio		\$500	\$0		KTKE promo?
Web/PR		\$500	\$0		Destination Media/ Abbi PR?
Banner		\$0	\$0		
Extra Stickers		n/a	\$67		
Extra Contest Cards - Qty 2500/rush		n/a	\$470		
Total Expense		\$5,480	\$2,037		
(over) under		-\$5,480	-\$537		
Cost Per BA		GRANT	\$339.42		\$222.23 paid by each BA in 2012
10K Remittance @ \$100 ea = \$1M REV					
Advertising Detail:					
Sierra Sun/Bonanza		\$1,030			
Moonshine Ink		1/2 page	TDCA trade		
The Weekly - Holiday Shopping Guide		\$450			
SV Calendar Direct Mailer - 30K		In-Kind	In-Kind		
	\$6,984.30				
	\$7,921				
2015 Year	Marketing-\$5,080.00	\$5,684.30			
		\$4,372.30			
	\$13,000.00				
	\$1,312				
Holiday Contest Ad Budget-\$1250					

Shop Local Holiday Contest Marketing Budget 2014

The Weekly –Thanksgiving (11/20/14) & December (12/4/14) Issue-\$125 each=\$250

Sierra Sun & Bonanza Holiday Guide-1/4 page-\$84 @ 4-\$336 + \$12.50 for Ad Design

-Nov, 27, 28 and Dec. 11, 12

101.5 FM-\$200

Ten Live Reads-Nov. 26, 27, 28, 29, 30

Interview-Nov. 26

Facebook Post-Nov. 26

Moonshine Ink-Online Banner Ads-2 Weeks-\$200-November 24-December 24

-Print Ad ¼ Page-\$250-Nov. 14-Dec. 11

Northstar-In Kind

Squaw Print Calendar-20,000 copies-In Kind

Lake Tahoe TV-Call-In-Nov. 18th-NLTRA Trade

ShopNorthTahoeTruckee Facebook Page Posts

North Lake Tahoe Chamber Facebook Page Posts

North Lake Tahoe Chamber E-Blasts

Truckee Donner Chamber of Commerce Sierra Sun/Bonanza Community Page

North Lake Tahoe Chamber of Commerce Sierra Sun/Bonanza Community Page

North Tahoe Business Association Sierra Sun/Bonanza Community Page

Incline Village Business Association Sierra Sun/Bonanza Community Page

Posters @ 150 -\$26

Banner Design- \$37.50 Hospitality Holidays picked up Banner for now-\$250

\$1312

Shop Local Holiday Contest Remaining TO DO's

NOW-Continue to market program

December 29

Collection of Completed holiday Contest Cards and unused cards and stamps

Partners responsible within their district

Jan 5 at 5pm

Tally of District's Results & Completed Contest Cards delivered to Ginger

Each partner is responsible for tally in writing the following and forwarding tally and completed contest cards (divided into two piles, \$300+ spending and >\$300 spending) and stamps to Ginger:

- total cards returned

- total dollars spent

- total participating retailers

- estimated number of undistributed cards

- calculate average spending per card

January 15th

Drawing Meeting

Communicate drawing meeting date/time/location to partners-All partners are not required to be present for drawing.

Jan 20th

Notification & Prize Distribution to Winners

Jan 30

Data Entry

Compile all data entry into a spreadsheet and distribute to partners

Feb 6

Thank contest participants, announce winners and tell about year-round campaign