



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, December 10th, 2015 – 2:00pm
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

<p>Business Association and Chamber Collaborative Members</p> <p>NLTRA Board: <i>Adam Wilson</i> TBD</p> <p>Committee Members:</p> <p>Caroline Ross, Chair <i>Squaw Valley Business Assoc.</i></p> <p>Stephen Lamb <i>PlumpJack Inn</i></p> <p>Stacie Lyans <i>Tahoe City Downtown Assoc</i></p> <p>Jaclyn Woznicki <i>Trunk Show</i></p> <p>Rob Weston <i>West Shore Assoc.</i></p> <p>Lisa Nigon <i>West Shore Café</i></p> <p>Brad Perry <i>Incline Community Business Assoc.</i></p> <p>Blane Johnson <i>Sun Bear Realty</i></p> <p>Amber Burke <i>Northstar California</i></p> <p>Cody Hanson <i>Northstar California</i></p> <p>Joy Doyle <i>North Tahoe Business Assoc.</i></p> <p>Ginger Karl NLTRA</p> <p>County Representative <i>Christopher Perry</i></p> <p>Quorum <i>Majority including 1 NLTRA Board Director</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>To call in: Dial (605) 475-3220 Enter Participant code: 547298#</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)</p> <p>C. Agenda Amendments and Approval-MOTION</p> <p>D. Approval of the Meeting Minutes-MOTION</p> <ul style="list-style-type: none"> November 12th , 2015 (pg. 1) <p>E. Touch the Lake Update & Discussion-The Abbi Agency (pg. 4)</p> <p>F. BACC/Marketing Committee Discussion w BACC Year Round Calendar (pg. 13)</p> <p>G. Special Event Grant Dates 2016 - September 21 & 22</p> <p>H. Marketing Grant Presentation Schedule</p> <ul style="list-style-type: none"> -January-North Tahoe Business Association -February-Tahoe City Downtown Association -March-Northstar -April-West Shore Association <p>I. Shop Local Holiday Contest</p> <ul style="list-style-type: none"> -Checklist Update -Etsy/Pinterest/Facebook Shop-Shop Local Follow Up -Hospitality Holidays Feedback-Coupon/Discount/Incentive <p>J. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)</p> <p>K. Adjournment</p>
<p>This meeting site is wheelchair accessible</p>	<p>Posted and Emailed-12/8/2015</p>



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES
Thursday, November 12th, 2015 – 2:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson (via-phone), Caroline Ross, Stephen Lamb, Stacie Lyans, Lisa Nigon, Brad Perry, Danny Cox, Cody Hanson, Ginger Karl, and Chris Perry

NOT PRESENT: Jaclyn Woznicki, Rob Weston, Amber Burke, Joy Doyle, Blane Johnson

STAFF IN ATTENDANCE: Valerie Lomeli, JT Thompson, Sandy Evans-Hall

OTHERS IN ATTENDANCE:

- A. Call to Order - Establish Quorum
- B. Public Forum: None
- C. Agenda Amendments and Approval-**MOTION**

M/S/C (Stacie Lyans/Danny Cox) (8/0/0) motion to approve agenda amendments

- D. Approval of the Meeting Minutes-**MOTION**
 - i. October 1st, 2015 (pg. 1)

M/S/C (Stacie Lyans/Brad Perry) (8/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from October 1st, 2015

- E. BACC/Marketing Committee Discussion w BACC Year Round Calendar (pg. 4)
 - Ginger reviewed the BACC year round calendar; committee members had a few changes/suggestions. Which included:
 - January: Touch the lake will launch. Winners will be announced. Announce winners with all local marketing publications. Announce winners via video, radio, TV, or Rotor Collective.
 - February: Committee members will receive updates in January and February. Moved discussion of High Notes to January
 - March: 2016/2017 BACC Programs Grant Request to Marketing Committee Approval
 - April: Removed 2016/17 BACC programs grant request to Marketing for March discussion. Touch the Lake Contest ends and a wrap up/re-cap will be completed.
 - May: Remove 2016/2017 BACC programs grant request
 - June: High Notes and Peak Your Adventure discussion for Visitor Guide submission will be moved to March
 - July: No Committee Changes
 - August: No Committee Changes
 - September: No Committee Changes
 - October: No Committee Changes
 - November: No Committee Changes
 - December: No Committee Changes
 - Northstar representative confirmed March presentation for \$10K grant.

Action for Ginger: to attend as many Marketing meetings as possible to contribute as much information or direction back to BACC

Action for JT: to provide a Marketing calendar to Ginger/BACC committee.

Action for Ginger: to add to the BACC agenda, Marketing/PR calendar discussion. This item will be a continuous item on future BACC agendas.

Action for Ginger: to reach out to The Abbi Agency and find out if someone from The Abbi Agency could sit on the BACC committee.

F. Touch the Lake Update & Discussion (pg. 6)

- Ginger went over the Touch The Lake campaign plan and proposal, few items included:
 - Campaign objectives: encourage engagement within lakeside communities. Increase number of photos shared during winter near the lake.
 - Distribute information about lakeside businesses and winter events around the lake.
- Committee questions or comments:
 - Thumbprint stencil instead of posters.
 - Discussion to run teasers of this program in December or way earlier.

G. Peak Your Adventures Re-Cap-Report Only (pg. 12)

- Committee discussed when this program should be talked about on the agenda.
 - Committee agreed to discuss this item in February.
- No other Committee member comments

H. High Notes Re-Cap-Report Only (pg. 30)

- No Committee member comments

I. Special Event Grants Update

- No Committee member comments

J. Shop Local Holiday Contest (pg. 37)

- a. -Checklist Update
- b. -Marketing Plan
- c. -Requirements from Partners
- d. -Packets given out to partners for businesses-Nov. 17th
- e. -Hospitality Holidays Requests
- Ginger to craft an email to direct wedding planners to help sell the love stickers with bulk pricing for brides
- Ginger requested Northstar and Truckee needed "hero" shots for the website.
- Committee discussed and agreed to use one dot w/an employee signature if someone spends over \$300 to make things easier for the business. Instead of placing a dot on each block.

Action for next year: to have the Hospitality Holidays sign-up process on the Shop Local website next year.

Action for Ginger: to directly email wedding planners to help sell the "love stickers" to brides.

Action for Northstar & Truckee: to provide a "hero" shot for the Shop Local website.

Action for Ginger: each committee member will receive a Holiday Contest poster. Along with adding, business should post a poster in their business window.

Action for Ginger: to email Committee members the content with .jpg of poster and social media links of contest.

Action for Ginger: to reach out to the lodging companies who've signed up for the Shop Local holiday contest, they must provide a product, such as gift card to participate in program.

Action for Ginger: to see if The Tahoe Weekly is offering any Holiday promotions for the newspaper, specifically the banner piece.

Action for JT & Ginger: to submit a press release for the Shop Local Holiday contest

Action for Committee Members: to help promote the Shop Local program within their networks.

Action for Ginger: to look into Etsy & Pinterest pricing and bring back to Committee at the next BACC meeting.

Action for Ginger: to reach out to the Shop Local Holiday contest winner and ask if they could provide a testimonial or photo, to help promote this years Holiday contest.

Action for Committee Members: to increase the number of business participating by 10% of total sales from last year. Another goal could be to increase of number of cards turned in from last year.

Action for Ginger: to look on the Shop Local website and confirm if it indeed says, "must be part of a Business Association to participate in Shop Local program".

Action for Ski Resort Committee Members: to provide four ski tickets for the Hospitality Holidays raffle.

K. Squaw Marketing Grant Presentation (pg. 39)

- Caroline with Squaw Valley Business Association gave a short presentation for a new request of \$10,000 for a digital media buy, geo-targeted to Southern California for Mid-November 2015 through early December, with possible January 2016 follow up. Creative will include emails, banners and Facebook ads. The creative will link directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer, from each SVBA property/business which will then link to their proprietary site. The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley and North Lake Tahoe as a winter destination to the Southern California market.

M/S/C (Stacie Lyans/Cody Hanson) (8/0/0) motion to approve Squaw Valley Business Association \$10,000 marketing request.

L. Committee Member Reports/Updates from Community Partners

- Ginger Karl with the North Lake Tahoe Chamber has the following upcoming events: Northstar Chamber Mixer with Truckee Donner Chamber on November 19th.
- Brad Perry with Tahoe Biltmore has the following upcoming events: Saturday Nov. 21st Thanks Giveaway.
- Stacey Lyans with the Tahoe Downtown Association has the following upcoming events: Saturday, November 28th, Tahoe City Holiday Hop, Small Business Saturday. Vote for Tahoe City's Concerts at Commons Beach, visit: www.visittahoe.org to vote.
- Caroline Ross with Squaw Valley Business Association has the following upcoming events: Alpine Meadows opens, Thursday, November 12th and Squaw Valley Opens Saturday, November 14th.
- Lisa Nigon with Homewood Mountain has the following upcoming events; West Shore Café is re-opening on November 27th. Homewood Mountain will be opening on December 11th.
- Melody: Small Business Saturday in Truckee, TDMA Festive Fridays first three Fridays before Christmas. Friday, November 20th will be the tree lighting at 5:15pm.
- Next BACC meeting will be December 10th at 2:00pm

M. Adjournment at 4:10 pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association

TOUCH LAKE TAHOE CAMPAIGN UPDATE December 4, 2015

Content

- List of businesses developed and refined
- Blog post itineraries in development
- Map copy for business features and website landing page in development

Design

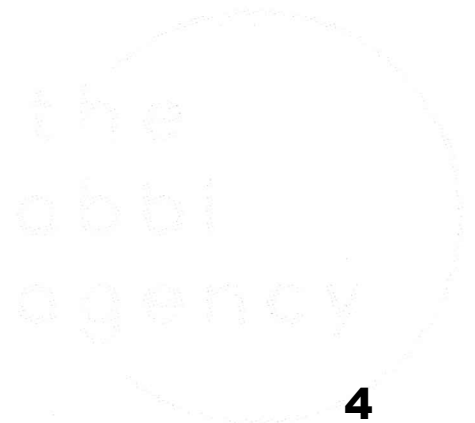
- Map graphic in development
- Lake Thumbprint stencil/logo refinement in development
- Getaway Reno Tahoe print ad in development
- Rack card in development

Photography

- Ambera has been contracted and instructed on photography for campaign
- Photos should be taken within the next week and be provided for use

Media Buy

- Getaway Reno Tahoe ½ page ad space has been purchased
- Creative for ad is in development





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TOUCH LAKE TAHOE 2015-2016 Campaign Plan and Proposal

The Abbi Agency is pleased to present a strategic communications plan for the Touch the Lake winter campaign that will highlight and promote the winter in the North Lake Tahoe lakeside communities to an in-market audience. Our involvement in strategy, content development and social media messaging will ensure holistic campaign touch points across all channels and consistencies with the North Lake Tahoe brand.

Campaign Objectives:

1. Encourage engagement within lakeside communities
 - o KPI: Increased number of photos shared during winter near the lake
2. Distribute information about lakeside businesses and winter events around the lake
 - o KPI: Increased impressions on lakeside businesses and winter event information

Individual Campaign Components

Touch Lake Tahoe Secrets Map

The Abbi Agency will develop an interactive map highlighting the top “Touch Lake Tahoe Local Secrets” to visit within the lakeside communities. The Abbi Agency will work closely with the BACC to select the top 10-20 to be featured, relying on the BACC’s knowledge of various businesses and their offerings. Then, these business features within each community will be developed into “itineraries” for day trips to each lakeside community. Visual design will be driven around the “thumbprint Tahoe” concept.

Following development, the map and associated content will be modified for use across multiple channels:

- Interactive map will live on designated landing page of GoTahoeNorth.com
- Map and itineraries printed as rack card for distribution at North Lake Tahoe winter resorts
- Map and itineraries modified for use within select media buys

Itinerary Blog Series

The Abbi Agency will develop a series of four (4) blog posts to live on the GoTahoeNorth.com blog. Each blog will feature a “day trip itinerary” to encourage visitors of North Lake Tahoe resorts to take day trips down to lake communities and try different activities featured on the lake. The Abbi Agency will coordinate writing and posting of blogs through GoTahoeNorth.com blog and North Lake Tahoe social channels.



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Media Buys

The Abbi Agency will modify the “Touch Lake Tahoe Local Secrets” map and use it for media buys that will reach an in-market audience of visitors to the North Lake Tahoe area. Media buys will be coordinated within Getaway Reno Tahoe magazine, as well as online. The Abbi Agency will manage coordination of graphics and execution of media buys.

Social Media Features

Content featured in the “Touch Lake Tahoe Local Secrets” map will be shared across North Lake Tahoe social media channels. Content will be modified and shared weekly in the form of day trip itineraries, business features, scenic photos in lakeside communities and photo contest promotions.

Social Media Business Integration

At the launch of the campaign, The Abbi Agency will create a list of suggested posts to encourage social media integration from lakeside entities. Suggested posts will be sent out to associated businesses with a request to post across their owned social channels. The Abbi Agency will provide the list of businesses and posts to the BACC for delivery to businesses.

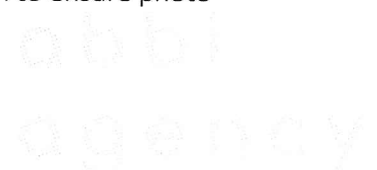
Local Secrets Social Media Hunt

The Abbi Agency will coordinate a social media-based scavenger hunt to encourage visitors to get down to lakeside businesses. Throughout the campaign, five locations from the map will be selected to host scavenger hunts, and The Abbi Agency will coordinate prizes, valued at \$100 each, with business owners.

On each scavenger hunt day, The Abbi Agency will coordinate posts through @TahoeNorth Instagram and Twitter accounts, leaving hints of where followers can find prizes. A total of five scavenger hunts will be executed every other week through @TahoeNorth channels throughout the duration of the campaign.

Owned Photography

The Abbi Agency will work with a local photographer to develop a strong library of visual assets to be used for the campaign. Photos will be taken within each lakeside community, and will be used across campaign elements including website landing page, interactive map, social media, media buys and digital ads. The Abbi Agency will work directly with the photographer and will provide a shot list and creative direction to ensure photo elements fit with overall North Lake Tahoe branding.





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Thumbprint Stickers

For each business featured on the Touch Lake Tahoe Local Secrets map, The Abbi Agency will coordinate printing and delivery of Lake Tahoe-Thumbprint stickers. This will unify all on-location efforts within featured businesses, and will allow each business to be clearly identified as part of the campaign. Stickers will feature the Lake Tahoe-Thumbprint graphic and will encourage users to visit the campaign's landing page on GoTahoeNorth.com. Additionally, users of the interactive map will be encouraged to find Lake Tahoe-thumbprints around participating businesses.

Rack Cards

The Abbi Agency will develop a rack card version of the Touch Lake Tahoe Local Secrets map to be printed and distributed within North Lake Tahoe resorts and lakeside communities. The Abbi Agency will coordinate design and printing through Tahoe-based company PrintArt, and will provide the BACC a recommended list of locations for rack cards to be distributed.

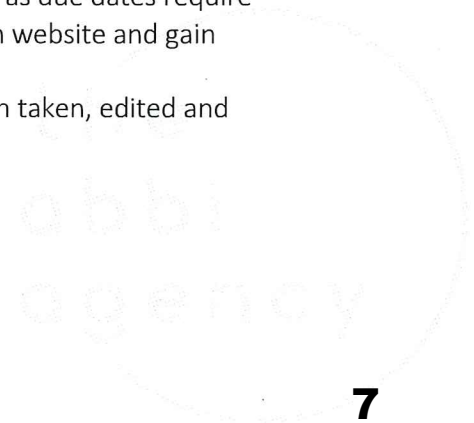
Campaign Timeline: November – March

November 15 – 30

- Work with BACC to identify participating businesses
- Establish method of contact with participating businesses
- Begin development of Touch Lake Tahoe local secrets map and itineraries
- Begin coordination of media buys
- Develop photography plan and coordinate shot list with photographer

December 1 – 15

- Finalize Touch Lake Tahoe local secrets map and itineraries and gain approval from BACC and NLTRA
- Modify Touch Lake Tahoe local secrets map to rack card format and coordinate printing with PrintArt
- Design and coordinate printing of Lake Tahoe-thumbprint posters
- Modify Touch Lake Tahoe local secrets map to media buys as due dates require
- Develop landing page for campaign on GoTahoeNorth.com website and gain approval from BACC and NLTRA
- Work with photographer to ensure photographs have been taken, edited and delivered for use





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December 15 – 30

- Coordinate delivery of rack cards and thumbprint posters to each participating business
- Finalize all media buys as due dates require
- Coordinate social media scavenger hunts

January 1 – 31

- Begin social media features 6x per month through North Lake Tahoe social accounts
- Launch digital ad buy through Facebook and Twitter
- Launch landing page for campaign on GoTahoeNorth.com
- Develop and send list of social media suggested posts to all participating partners
- Launch first social media scavenger hunt

February 1 – 28

- Provide brief recap of campaign efforts to date
- Continue social media features 6x per month through North Lake Tahoe social accounts
- Launch second and third social media scavenger hunts

March 1 – 31

- Provide brief recap of campaign efforts to date
- Continue social media features 6x per month through North Lake Tahoe social accounts
- Launch fourth and fifth social media scavenger hunts

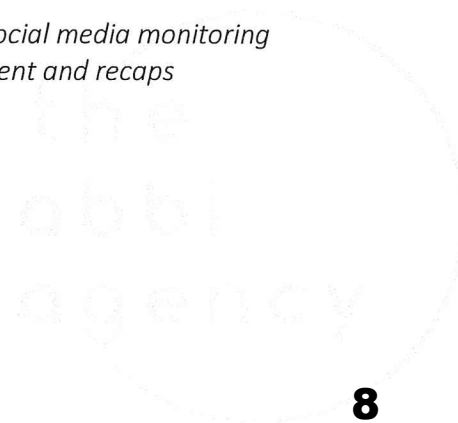
April 1 – 15

- Provide comprehensive report to recap campaign efforts

Recommended Budget

Please see additional Budget document for in-depth budget breakdown

TAA Retainer	\$11,200
<i>Includes time for research, content development, design, social media monitoring and posting, media buy coordination, campaign management and recaps</i>	
Production Costs	\$3,000
Digital Assets	\$1,500
Media Buy	\$4,300
Total	\$20,000



Touch Lake Tahoe 2016 Businesses & Cities

Cities (counter-clockwise):

Incline Village

- [Stillwater Spa - Hyatt](#) (Relax)
- [Susie Scoops Ice Cream & Toys](#) (Play & Eat)
- [Hyatt Regency](#) (Eat/Drink)

Crystal Bay

- [Tahoe Biltmore](#) (Play)
- [Crystal Bay Club](#) (Play)

Kings Beach

- [Well Being Massage & Skincare](#) (Relax)
- [Tahoe Dave's](#) (Shopping)
- [Brockway Bakery](#) (Eat – Breakfast)
-

Tahoe Vista

- [North Lake Massage & Skin Care](#)

Carnelian Bay

- [CB's Pizza & Grill](#) (Eat)
- [GarWoods](#) (Eat)

Tahoe City

- Primary:
 - [Cobblestone Center](#) (Shopping)
 - [Alpenglow Sports](#) (Shopping)
 - [Salvaged Art Classes](#) (Play)
 - [Tahoe City Golf Course](#) – Sledding (Play)
 - [Tahoe Art Haus Cinema](#) (Play)
 - [Moe's Original BBQ](#) (Eat/Drink)
 - [Uncorked](#) (Drink)
- Secondary:
 - [North Tahoe Arts](#) (Arts)
 - [Asante Fitness](#) (Fitness)
 - [Boatworks Mall](#) (Shopping)
 - [Cabin Fever](#) (Shopping)
 - [Any Mountain Sporting Goods](#) (Shopping)
 - [Tahoe XC Skiing, Nordic Center](#) (Play)
 - [Geared for Games](#) (Play)
 - [Fire Sign Café](#) (Eat – Breakfast)
 - [Tahoe House Bakery & Gourmet](#) (Eat – Breakfast)
 - [The Dam Café](#) (Eat – Breakfast)

- [Gear & Grind Café](#) (Eat/Drink)
- [Jake's On The Lake](#) (Eat/Drink)
- [Sunnyside Restaurant & Lodge](#) (Eat/Drink)

Sunnyside

- [West Shore Market](#) (Eat – Breakfast)

Homewood

- [Tahoe Maritime Museum](#) (Learn)
- [West Shore Sports](#) – snowshoes & Full Moon tours (Play)
- [West Shore Café](#) (Eat/Drink)

Touch Lake Tahoe 2015 -2016 Budget

Campaign Budget	\$20,000.00	
The Abbi Agency Retainer Costs	Dates	Project Management Budget
	November & December	\$2,800.00
	January	\$2,800.00
	February	\$2,800.00
	March	\$2,800.00
	Total Monthly Retainer	\$11,200.00
	Remaining Budget	\$8,800.00
Production Costs	Outlet	Cost
	Photography	\$1,500.00
	Social Media Prizes	\$500.00
	Printing Costs	\$1,000.00
	Total Production Costs	\$3,000.00
	Remaining Budget	\$5,800.00
Digital Assets	Description	
	Digital Engagement Platform (C	\$1,500.00
	Total Digital Costs	\$1,500.00
	Remaining Budget	\$4,300.00
Media Buy Summary	Description	Cost
	Getaway Reno Tahoe	\$1,500
	Digital Ad Buy	\$2,800
	Total Media Buy Costs	\$4,300
	Remaining Budget	\$0.00

Snapshot Breakdown

TAA Retainer	\$11,200.00
Production Costs	\$3,000.00
Digital Assets	\$1,500.00
Media Buy	\$4,300.00
Total	\$20,000.00

Ginger Karl

From: Allegra Demerjian
Sent: Friday, December 04, 2015 5:38 PM
To: ginger@gotahoenorth.com
Subject: Touch Lake Tahoe Update
Attachments: TLUpdate_12.4.2015.pdf; TOUCH LAKE TAHOE 2015.pdf; Touch Lake Tahoe 2016 Businesses.docx

Hi Ginger!

We've updated the campaign plans for Touch Lake Tahoe and I have everything for you to insert into the BACC packet - see attached. What I've included are:

1. TOUCH LAKE TAHOE 2015 - updated campaign plan
 - o Major changes to note: removal of photo contest/Instagram takeovers, replaced with scavenger hunt; addition of blog post itineraries; modification of thumbprint poster to thumbprint sticker
2. TLUpdate_12.4.2015 - update of campaign components and status of work to date
3. Touch Lake Tahoe 2016 Businesses - refined list of businesses to feature on map, by location

Let me know if there's anything additional you need for the packet. Looking forward to talking through these changes with you next week!

Thank you,
Allegra



ALLEGRA DEMERJIAN

digital manager

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The Abbi Agency
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BACC Yearly Calendar DRAFT

- **Peak Your Adventure:** June - Mid-September
- **High Notes:** June – August (Aligned with Co-Op & Marketing Committees)
- **Touch the Lake:** January-March
- **Shop Local Holiday Contest-**Black Friday-Christmas Eve

January

- Touch the Lake Launch
- Shop Local Holiday Contest Reports
- Shop Local Holiday Contest Drawing for Winners
- Advertise Winners-Radio, TV, Videos, Lake Tahoe TV
- Hospitality Holidays Event Report
- High Notes Discussion and Plan

February

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- Peak Your Adventure Discussion and Plan

March

- 2016/2017 BACC Programs Grant Request to Marketing Committee for Approval
- Touch the Lake Update
- High Notes Ads & Peak Your Adventure Ads Placed

April

- Finalize "Peak Your Adventure" Campaign to launch with The Abbi Agency
- Touch the Lake Contest Ends-Wrap-Up/Re-Cap
- All Marketing Grant Request Presentations from the Business Associations Should Be Completed for Approval

May

- Deadline for all BACC Partner Marketing Grant Requests of \$10,000
- Touch the Lake Campaign vs Peak Your Adventure Comparison

June

- High Notes Launch
- Peak Your Adventure Launch
- Placer County Funding for Past Year Spent by June 30

July

- Beginning of NLTRA Fiscal Year
- High Notes Current Summer, Shop Local, Touch the Lake, Peak Your Adventures Following

Summer Funding Begins

- NLTRA Summer Guide comes out
- All funding for 2016/2017 BACC Programs available
- \$10K Marketing Grant Presentations Available to Begin Scheduling Presentations
- High Notes Update
- Peak Your Adventure Update

August

- No Meeting/Committee Update Only (?)
- High Notes Update
- Peak Your Adventure Update

September

- Shop Local Holiday Contest Discussion & Action Items
- Touch the Lake Discussion & Action Items, Ad Placement
- Peak Your Adventure Ends Mid-Month
- High Notes Ends After Labor Day
- Special Event Grant Task Force Meets for Grant Presentations-(September 21 & 22, 2016)**

October

- High Notes Wrap Up & Re-Cap (From Summer)
- Peak Your Adventure Wrap Up & Re-Cap (From Summer)
- Shop Local Holiday Contest Ad Placement
- Special Event Grants go to Marketing Committee for Approval
- Special Event Grant Presentation Dates Determined and Discussion for Following Year

November

- Shop Local Holiday Contest Launches at Thanksgiving
- Special Event Grants go to Board of Directors for Approval

December

- Shop Local Holiday Contest Ends
- NLTRA Winter Guide comes out
- Hospitality Holidays Event
- Touch the Lake-Finalize Plan