



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, February 11th, 2016 – 3:00pm
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

Business Association and Chamber Collaborative Members

NLTRA Board:

Adam Wilson

Committee Members:

Caroline Ross, Chair

Squaw Valley Business Assoc.

Stephen Lamb

PlumpJack Inn

Stacie Lyans

Tahoe City Downtown Assoc

Jaclyn Woznicki

Trunk Show

Rob Weston

West Shore Assoc.

Lisa Nigon

West Shore Café

Brad Perry

Incline Community Business Assoc.

Blane Johnson

Sun Bear Realty

Amber Burke

Northstar California

Cody Hanson

Northstar California

Joy Doyle

North Tahoe Business Assoc.

Ginger Karl

NLTRA

County Representative

Christopher Perry

Quorum

Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To call in: Dial (605) 475-3220

Enter Participant code: 547298#

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval-MOTION
- D. Approval of the Meeting Minutes-MOTION
 - January 14th, 2016 (pg. 1)
- E. Touch the Lake Update with The Abbi Agency - 5 Mins (pg. 4)
- F. Peak Your Adventure Initial Discussion with The Abbi Agency -15 Mins
- G. BACC/Marketing Committee Calendar w BACC Year Round Calendar - 5 Mins (pg. 6)
 - High Notes tabled until March 10th BACC Meeting
- H. 2016/2017 BACC Programs Grant Request Funding Initial Discussion - 10 Mins
 - Due & Finalized to Marketing Committee in packet Friday, March 25th at 10am
- I. Shopping Discussion-16/17 Campaign - 20 Mins
- J. “Shopping” Product Discussion - 15 Mins
- K. Shop Local Holiday Contest Re-Cap - 5 Mins
- L. Marketing Grant Presentation-Tahoe City Downtown Association - 10 Mins (pg. 8)
- M. Committee Member Reports/Updates from Community Partners - 10 Mins (2 Minutes each)
- N. 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

Thursday, January 14, 2016 – 3:00pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson (via-phone), Caroline Ross, Stephen Lamb, Stacie Lyans, Lisa Nigon, Brad Perry, Joy Doyle, Amber Burke, Chris Perry, and Cody Hanson

NOT PRESENT: Jaclyn Woznicki, Rob Weston, Blane Johnson, and Ginger Karl

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

OTHERS IN ATTENDANCE: Marissa Cox and Ty Whitaker-The Abbi Agency, Ambera Dodson-silent A photography

A. Call to Order - Establish Quorum

B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum.

C. Agenda Amendments and Approval - **MOTION**

M/S/C (Joy Doyle/Brad Perry) (9/0/0) motion to approve agenda amendments with the exception of moving item G to F and all other items to follow.

D. Approval of the Meeting Minutes-**MOTION**

i. December 10th, 2015

M/S/C (Brad Perry/Stacie Lyans) (9/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from December 10th, 2015

E. Touch the Lake Update & Discussion-The Abbi Agency (Marissa Cox)

• Marissa Cox with the Abbi Agency gave a short overview of Touch Lake Tahoe, for the month of December. Few items included:

- A list of businesses for scavenger hunt has been developed and refined
- Blog post itineraries compiled and ready for publication
- Map copy for business features and website landing page in completion
- Lake thumbprint stencil/logo refinement in completion
- Getaway Reno Tahoe print ad purchased
- The Abbi Agency re-vamped all design concepts from 2015 campaign
- Designed and developed interactive map highlighting business with close proximity to the lake with detailed Business Association feedback and selection for the specific communities
- Developed a series of four blog posts to live on the GoTahoeNorth.com blog
- Blogs are complete and ready to post in conjunction with area-specific scavenger hunt
- Designed and developed Lake Tahoe Thumbprint sticker
- February, March & April: Provide brief recap of campaign efforts to date, continue social media features, and launch remainder of scavenger hunts

F. Marketing Grant Presentation – North Tahoe Business Association

- Joy Doyle with North Tahoe Business Association gave a short presentation for a new request of \$10,000 for FY 15/16. Few items included:
 - Event advertising for Fall:
 - Moonshine Ink print ad for Passport to Dining
 - NTBA Bonanza print ad for Passport to Dining
 - 101.5 FM KTKR Radio advertising for Passport to Dining
 - Winter Advertising
 - The Weekly Shop Local in Kings Beach print ad
 - Holiday shopping promotion flyer graphics and printing
 - Winter video footage
 - Winter photography
 - Google ad-words campaign
 - Joy Doyle showed a short YouTube video:
<https://www.youtube.com/watch?v=r1UMQM54Ai0>
- Committee Questions and Comments:
 - Committee members wanted to know if additional photos will be taken of the areas that were not able to be taken due to construction
 - Ambera with silent A photography will show all of Kings Beach after the construction is complete. But in the meantime, photos will be taken as best as possible, working around the construction.

M/S/C (Brad Perry/Amber Burke) (9/0/0) motion to approve North Tahoe Business Association \$10,000 marketing request.

G. BACC/Marketing Committee Discussion w BACC Year Round Calendar:

- JT requested the BACC committee to join the Marketing Committee at monthly meetings
- Committee suggested moving High Notes to February discussion.
- Calendar to be brought back to the February 11th, 2016 BACC meeting for further discussion.

H. TCDA Representative Replacement Discussion – Stacie Lyans

- Committee discussed potential new committee member, Ambera Dodson with silent A photography.
- Since there may be a conflict of interest with having Ambera Dodson represent TCDA as a Committee Member, the BACC advised to have Ambera attending the meetings when discussing campaigns and if she ever wants to attend any other meetings, she's more than welcome to attend as a vendor, just needs to excuse herself when Committee is discussing items that may be a conflict of interest.

I. Shop Local Holiday Contest

- Checklist Update
 - Pull a winner
 - Organize all of the data
 - Post the winner on social media
- Partner Results Submitted
 - Get feed back from the businesses that participated.
 - To input cards into spreadsheet.
 - Committee suggested next year to have a Tahoe package and no other destinations. To keep the money in the Community and in North Lake Tahoe.

J. Committee Member Reports/Updates from Community Partners

- Valerie Lomeli with the North Lake Tahoe Chamber has the following upcoming events:
Wednesday, January 20th-ChamberEd at the North Lake Tahoe Visitor Center
- Joy Doyle with the North Tahoe Business Association will be hosting a free small business seminar on February 9th, 2016 at the North Tahoe Event Center.

- Stacie Lyans with the Tahoe City Downtown Association informed the Committee that the TCDA is having their Board elections and winners will be announced on Tuesday, January 26th at the Blue Agave.
- Amber Burke with Northstar California has the following upcoming events: Friday, January 15th the Mountain Top Dinner series and Tahoe Rim Trail on January 28th.
- Brad Perry with Incline Village Business Association informed the Committee, IVBA has hired their first staff employee ever, community director. Brad will be a consultant for Red White and Tahoe Blue.
- Stephen – PlumpJack has been looking to redevelop their property. Public comment period will be this winter. If things are well received, PlumpJack will start demo construction in the spring 2017.
- Lisa Nigon with West Shore Association announced Homewood Snowcat Adventures.
- Chris Perry with Placer County informed the Committee of the Board of Supervisors meeting on January 26th.
- JT Thompson, Director of Tourism for the NLTRA informed the BACC of his Marketing Committee meeting on Tuesday, January 26th at 2:00pm.

K. Adjournment at 4:37 pm

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

TOUCH LAKE TAHOE CAMPAIGN UPDATE February 9, 2016

Content

- Press release announcing campaign and all elements complete
- Press release has been distributed to local and regional media
- Developed a series of (4) four blog posts to live on the GoTahoeNorth.com blog
- Each blog features a day trip itinerary to encourage visitors of NLT to take day trips to lakeside communities
- Blogs are complete and ready to post in conjunction with area-specific scavenger hunt
- 2 of 4 Itinerary blogs published on GoTahoeNorth.com
- Sample Social Media Posts to be distributed to partners delivered
- Map copy for business features and website landing page complete

Design

- Map graphic complete and published on GoTahoeNorth.com
- Getaway Reno Tahoe print ad printed
- Rack card printed and distributed
- Thumbprint stickers delivered and distributed, with additional stickers ordered

Photography

- Ambers's contracted work
- Ambers's photos have been implemented into the several elements of calamine including
 - Rack Card
 - ThingLink map
 - Facebook ads

Campaign media buy

- Coordinated, designed and placed by The Abbi Agency
- **Publication:**
- Getaway Reno-Tahoe
- **Impressions:**
- 18,000+ Reno/ Tahoe rooms
- Will be seen by 750,000 - 1 million people during the quarter

Social Media

- Visited Tahoe businesses to take photos for scavenger hunt (January 16)
- Wrote copy, edited photos, and scheduled posts for all seven Instagram scavenger hunts
- Generated 55 uses of the #TouchLakeTahoe hashtag across social channels since the launch on January 19
- Delivered six sample posts for partners and businesses to share on social media



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- Began regular posting on North Lake Tahoe social channels to feature spots around the lake, user-generated content, and links back to the map with the following frequency:
 - 1-2x/week on Facebook; 4-6x/week on Twitter; 2x/week on Instagram; original Pinterest board built for campaign

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abbi
agency

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
- 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

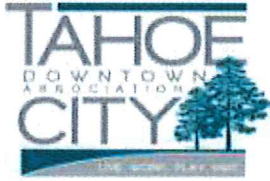
- High Notes Wrap Up & Re-Cap (From Summer)
- Peak Your Adventure Wrap Up & Re-Cap (From Summer)
- Shop Local Holiday Contest Ad Placement
- Special Event Grants go to Marketing Committee for Approval
- Special Event Grant Presentation Dates Determined and Discussion for Following Year

November

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

December

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



**Tahoe City Downtown Association (TCDA)
Community Marketing Grant Proposal
Presented by Stacie Lyans, Executive Director, TCDA**

TCDA MISSION – *The Tahoe City Downtown Association (TCDA) is dedicated to the promotion and enhancement of the Tahoe City community. Through innovation, leadership, advocacy, and events, we serve as the local voice to maintain a vibrant and prosperous place to live, work, play and visit.*

TCDA Focus Areas:

- Produce **great events** to strengthen, engage and build community
- Implement **creative marketing** to communicate Tahoe City as THE place for hip, innovative people
- **Advocate** for a better Tahoe City
- Serve as a **catalyst for innovation**
- Strengthen TCDA's capacity in order to support our **community building**

VISION – TCDA seeks to make Tahoe City America's Best Mountain Town.

TCDA by the Numbers – 2015 Highlights

- 1– Finished first year of 3-year strategic plan
- 11 – 11th anniversary of TCDA. Formed in 2004 under the guiding principles of Main Street Four-Point Approach (Organization, Promotion, Design and Economic Restructuring)
- 2.5 – 2.5 person staff: Stacie Lyans, Executive Director, Jamie Olson, Office Manager and Dana Tanner Powell, Event Coordinator
- 11 – 11-person volunteer board of directors
- 20 – Produced 20+ Tahoe City Events (July 4th Fireworks, Concerts at Commons Beach, Tahoe City Oktoberfest, Tahoe City Solstice, First Fridays, Clean-up Day, etc. Partnered on 100+)
- 2 – Produced two FREE Small Business Seminars with SBDC
- 5 – Collaborated on 5+ regional campaigns/programs – Tahoe Public Art, Shop North Tahoe Truckee, Touch Lake Tahoe, My Tahoe Adventure & High Notes
- 50,000 – Cultivated \$50,000+ in grants for Tahoe City (\$300,000 joint grant pending for Tahoe City Ice Skating Rink)
- 2,000 – volunteer hours to Tahoe City by over 100 volunteers
- 98 – Provided winter holiday lighting to 98+ trees in Tahoe City
- 60 – Provided 60+ hanging flowers baskets in Tahoe City
- 2848 – Followers on Twitter (31% increase since 2014)
2434 on Facebook & 2053 on Instagram (57% & 1113% increase)
- 50 – Over 50 Tahoe City advertisements and media placements
- 190 – Membership continued to soar to 190+ members (24% increase since 2014), including...
- 15 – Premier Members: **Placer County, The Dam Cafe, Moe's BBQ, Oliver Luxury Real Estate, Alpenglow Sports, The Blue Agave, Granlibakken Tahoe, Northstar, Jake's on the Lake, Squaw/Alpine, Sierra Sun, Tahoe Forest Hospital, Tahoe Dave's, Tahoe Luxury Properties, Truckee Tahoe Medical**
- 1 – Served as ONE voice for our local business community

Exciting Opportunities/Priorities for Tahoe City in 2016-2017:

- Fanny Bridge Revitalization Project & Tahoe City Mobility Study
- Completion of Tahoe Basin Area Plan
- Basecamp Tahoe City & Tahoe City Lodge Project
- Tahoe City Ice Skating Rink
- Benefit Assessment District in Tahoe City
- More Public Art in Tahoe City!

Tahoe City – Media Highlights

2015 Highlights

PRINT

Los Angeles Times (Travel Section)

*Weekend Escape Ski Lake Tahoe Without
Breaking the Bank (Pepper Tree Inn & Moe's)*

Sacramento Bee

Tahoe City Oktoberfest

Diablo Magazine

Tahoe Powder & Tahoe Winter

Sierra Sun / Tahoe Bonanza

Community Pages

Sierra Food WineArt

Father's Day Festivities – Tahoe City Solstice Festival

Tahoe Daily Tribune

Tahoe Quarterly

The Tahoe Weekly

Local Profile – Stacie Lyans

Moonshine Ink

Via Magazine

Tahoe City, Calif.: 5 Things We Love

ONLINE

10Best.com

GoTahoeNorth.com

Granlibakken.com

KVMR.com

MarinMagazine.com

SunnysideResort.com

TahoeCulture.com

TahoeTopia.com

TrinkieWatson.com

BROADCAST

89.5 KVMR (Nevada City)

93.9 The Lake (South Lake)

101.5 Truckee Tahoe Radio

Lake Tahoe Television/Outside

KOLO Reno

Mountain Resort Television

Tahoe Life

TCDA Website www.VisitTahoeCity.org:

Average Monthly Visits: 4500

TCDA Email Marketing:

TCDA e-news sent every 4 weeks to database of 3000+

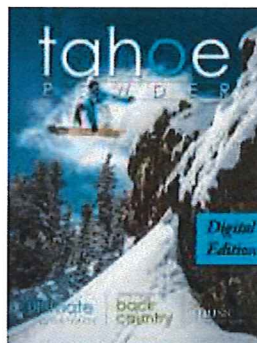
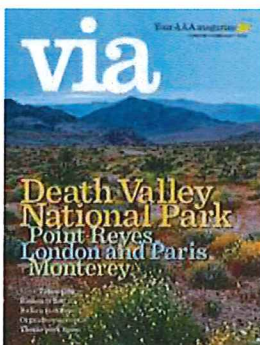
TCDA Social Media:

- 2848 – Followers on Twitter (31% increase since 2014)
- 2434 – Followers on Facebook (57% increase since 2014)
- 2053 – Followers Instagram (1113% increase since 2014)

(TCDA also manages Concerts at Commons Beach Website & Social Media)

via

Los Angeles Times | TRAVEL



2014-2015 TCDA Marketing Grant Review

| Item | Expenditure | Comments |
|--|-----------------|---|
| Marketing Subcontractors | \$3500 | PR & Design Assistance |
| Print, Radio and TV | \$3000 | TCDA branding, awareness and membership and TCDA event promotion |
| Graphics & Collateral | \$2000 | Membership brochure design, printing, flyers, decals, banners/EZ-up, etc. |
| Email Marketing/Social Media | \$1000 | Constant Contact & Facebook boosted events, posts, etc. |
| Website | \$500 | Hosting, Content Development |
| Total: | \$10,000 | |
| *Additionally TCDA receives \$20,000+ in trade from Sierra Sun, The Tahoe Weekly, Moonshine Ink, Truckee Tahoe Radio, KVMR, Tahoe TV, Lake Tahoe Television & Tahoe Quarterly. Plus, in-Kind marketing support from NLTRA, TCPUD & Placer County! Thank You! | | |

2015-2016 TCDA Marketing Grant Proposal

| Item | Expenditure | Comments |
|--|-----------------|--|
| Marketing Subcontractors -PR Consultant -Graphic Designer | \$3000 | Strategic Pitching of events Destination travel pitching for Tahoe City Social media/digital marketing consulting Design assistance |
| Print, Radio and TV | \$2000 | TCDA branding, awareness and membership and TCDA event promotion |
| Graphics & Collateral | \$2500 | Printing, photo assets, video? |
| Email Marketing/Social Media | \$1000 | Constant Contact & Facebook boosted events, posts, etc. |
| Website | \$1500 | Website upgrades + Hosting, Content Development |
| Total: | \$10,000 | |
| *Additionally TCDA receives \$20,000+ in trade from Sierra Sun, The Tahoe Weekly, Moonshine Ink, Truckee Tahoe Radio, KVMR, Tahoe TV, Lake Tahoe Television & Tahoe Quarterly. Plus, in-Kind marketing support from NLTRA, TCPUD & Placer County! Thank You! | | |