



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, January 11, 2012 – 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 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>Chamber of Commerce Advisory Committee Members</p> <p>NLTRA Board: <i>Kaliopé Kopley Valli Murnane</i></p> <p>Committee Members:</p> <p><i>Caroline Ross, Chair Squaw Valley Business Association</i></p> <p><i>Steve Hoch Tahoe City Downtown Association</i></p> <p><i>Sherina Kreul Bank of the West</i></p> <p><i>Kay Williams West Shore Association</i></p> <p><i>Mike Young Incline Community Business Association</i></p> <p><i>TBA Village at Northstar Association</i></p> <p><i>Joy Doyle North Tahoe Business Association</i></p> <p><i>Michael Gelbman Sierra Sun</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>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)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (Motion)</p> <ul style="list-style-type: none"> • November 2011 Meeting Minutes <p>E. Welcome New NLTRA Staff (5 minutes)</p> <p>F. Discussion: Committee Members/ Vacant Seats – (Restaurant and Retail) (15 minutes)</p> <p>G. CEO Update – Sandy Evans Hall (10 minutes)</p> <p>H. Discussion: Business Association Grants – Due by June 1, 2012</p> <ul style="list-style-type: none"> • Grant Applications – Kym (5 minutes) <p>I. Marketing Efforts Regarding Current Snow Conditions – Andy Chapman (15 minutes)</p> <p>J. Membership Program and Project Updates - Kym Fabel (5 minutes)</p> <ul style="list-style-type: none"> • Upcoming Membership Activities <p>K. Community Awards Dinner – Nominations and Sponsorship (10 minutes)</p>
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County Representative

Dave Snyder

Quorum

5 members including 1 NLTRA

Board Director

- L. Committee Member Reports/Updates from Community Partners
(5 minutes)
- M. Standing Reports
 - Monthly Business Plan Implementation Report
- N. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-1/16/2012



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

MEMBERSHIP ADVISORY COMMITTEE MINUTES

November 16, 2011 – 9 am

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Mike Gelbman, Kay Williams, Joy Doyle and Steve Hoch

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Deanna Frumentti, Andy Chapman

OTHERS IN ATTENDANCE: Pettit Gilwee, Ruth Schnable, Christine Hanna

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:08 am by Chair Caroline Ross and a quorum was not established due to the fact that a NLT Chamber/CVB/Resort Assn. Board Member was not present.
- 1.2 Christine Hanna introduced Steven Hoch, a new committee member who is the new Executive Director of the Tahoe City Downtown Association.

2.0 PUBLIC FORUM

- 2.1 Andy Chapman, NLT Chamber/CVB/Resort Assn. Director of Tourism, reviewed the monthly Mountain Travel Research Project (MTRiP) report. It monitors fifteen ski industry destination areas across the United States who report monthly on their six-month future occupancy projections and the occupancy rates of their last six-months. The MTRiP report includes fourteen properties within the North Lake Tahoe Region. The NLT Chamber/CVB/Resort Assn. uses MTRiP to monitor four other destinations (Central Summit Colorado, Mammoth Lakes, Park City and Telluride) as a competitive set. Occupancy gains for the North Lake Tahoe Region are up thirty-five percent for November to April of 2010 vs. 2009. December 2010 has an occupancy gain of two percent, January's and February's gain were forty percent, and March showed a gain of one-hundred and sixteen percent.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 An agenda item was added by Chair Caroline Ross. She proposed that the Membership Advisory Committee meeting for December be cancelled and changed the date of the January meeting to January 11, 2012.
- 3.2 The Membership Advisory Committee accepts the agenda through acclamation.

4.0 APPROVAL OF THE MEMBERSHIP ADVISORY COMMITTEE MEETING MINUTES

D-1

- 4.1 The Membership Advisory Committee minutes from October 19, 2011 were tabled until the next scheduled Membership Advisory Committee meeting.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES

- 5.1 Kym Fabel stated that the upcoming Chamber programs are:

November 2011

- November 17th – Winter Recreation Luncheon, Olympic Village Inn, Squaw Valley
- November 30th – Mixer: VIP Members Only, Gallery Keoki, Village at Squaw

December 2011

- December 2nd – Mixer: Christmas Tree Village, Incline Village
- December 9th – Mixer: Celebrate the Holidays, Sunnyside

6.0 PRESENTATION: SNOWFEST! 2012

- 6.1 Ruth Schnabel reported on SnowFest! 2012's progress in planning for the 2012 festival and attracting new events and sponsors. SnowFest! will be conducted from March 2nd to March 31st, 2012. They are looking for a theme and a Grand Marshall. The focus of SnowFest! 2012 is to expand the events and have a stronger presence in the Kings Beach, Crystal Bay, and Incline Village areas.

- 6.2 Some events may include:

- Fireworks, Incline Village
- Pub crawl, Incline Village
- Ice Sculpting Extravaganza, Truckee
- Snow Fiesta, Kings Beach
- Parade, Kings Beach
- Daron Rahlves Silver Banzai Tour, Squaw Valley

- 6.3 SnowFest! 2012 is looking for more fun wacky ideas to be added to the calendar, noting that the wacky events are the best attended. In order for SnowFest! 2012 to expand, it will need community support and sponsorship.

- 6.4 Kay affirmed that SnowFest! is a great way to communicate what North Lake Tahoe has to offer and encouraged the committee members and NLT Chamber/CVB/Resort Assn. to promote and support their efforts. Andy reported that there is a full effort on behalf of the NLT Chamber/CVB/Resort Assn. to support SnowFest! 2012 as a presenting sponsor with a total of twenty-five thousand dollars in contributions with ten-thousand in cash and fifteen-thousand in marketing.

7.0 DISCUSSION: WAGE AND SALARY COMPARISONS

- 7.1 Sandy asked the Chamber Advisory Committee for ideas on the Wage and Salary Comparison Project she is conducting. The plan is to ask Chamber Members who employ locally to participate in furnishing the NLT Chamber/CVB/Resort Assn. with information on the wages of their employees. This effort is to better understand what the local wages are in comparison to the market wages. The data will be shared with participating members only. This information is meant to help our local businesses be ready for holiday hiring. The data collection would begin in August 2012.

- Christine suggested to Sandy that she try to get participation from outside of our membership base. Sandy replied that she would like to keep this a member

event, but would consider comparing information with other Chambers through the Western Association of Chambers.

- Kay suggested that there should be information collected pertaining to whether or not the employees have benefits.
- Kym noted it would be beneficial to create a comparison between South Lake Tahoe and North Lake Tahoe wages and/or California wages vs. Nevada wages.
- Sandy explained that the data would be filtered by type of industry and employment position.
- Joy mentioned that Sandy may want to collect data to see if there is a seasonal variation of wages between summer and winter employees.
- Steve pointed out that the collection and analyzing of the data may take three months or longer to accomplish and Sandy should consider starting the participation phase of data collection in May instead of August.
- Joy noted that the cost-of-living should be a consideration in this project. Sandy said she will have to look into who would have cost-of-living data.

ACTION: Sandy will look into accessing the cost-of-living data for this area.

8.0 CHAMBER EDUCATION CLASSES

8.1 Kym asked the committee members if they had any topics, subjects, or issues they would like to see addressed in the Chamber Education Classes next year.

- **Creating Welcoming Storefront Displays**
- **Signage Guidelines**
- **New Chamber Orientation**
- **Negotiating a Lease**
- **Job Fairs**
- **Customer Service Training**
- **One Stop Concierge**
- **Yelp Seminar**
- **Using Facebook for Your Business**
- **Word of Mouth Marketing.**

9.0 COMMITTEE MEMBER REPORTS

9.1 **NTBA/TCDA/IVBA-** Joy stated that they will be implementing the Shop Local Program. This year there will be a \$500 Tahoe Dave's gift certificate prize for new participation. Caroline remarked that those involved with the program should give promotional items to the NLT Chamber/CBV/Resort Assn. to promote this effort.

ACTION: NLT Chamber/CBV/Resort Assn. to collect collateral and promote the event.

10.0 STANDING REPORTS

- 10.1 The following reports are in the Membership Packet and posted on www.nltra.org:
- Monthly Business Plan Implementation Report

11.0 ADJOURMENT

- 11.1 The Chamber Committee meeting adjourned at 10:53 am.

Submitted By:
Deanna Frument
Executive Assistant
NLT Chamber/CVB/Resort Association



Membership Advisory Committee Members

Business Associations automatically have a seat at the committee:

- Village at Northstar Association
- Squaw Valley Business Association
- West Shore Business Association
- Incline Community Business Association
- Tahoe City Downtown Association
- North Tahoe Business Association

	<u>2012</u>	<u>2013</u>	<u>2014</u>
BOD – Kali Kopley		Valli Murnane	Valli Murnane
Chair – Caroline Ross		x	x
Business Service		x	x
Sherina Kreul		Sherina Kreul	x
Restaurant		Restaurant	x
Michael Gelbman		Michael Gelbman	Michael Gelbman
Retail		Retail	Retail



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2012 BOARD OF DIRECTORS

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Placer County Board of Supervisors

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Restaurant

Jennifer Merchant
County Executive Office
P.O. Box 772
Carnelian Bay, CA 96140
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jmerchan@placer.ca.gov
Placer County Executive Office

Ron Parson, Treasurer
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At-Large



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2011-12 Community Marketing Grant Program for Business Association Partners Grant Funding Criteria and Application Form

Introduction:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program for Business Association Partners (BAP). The purpose of this program is to provide community based business organizations specifically identified in the NLTRA/Placer County contract marketing and promotional support for projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

All Community Marketing Grant Program applications are reviewed by Chamber staff, then reviewed by the Chamber of Commerce Advisory Committee (CAC) during a regular public meeting. If approved by the CAC, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.

Grant Eligible Organizations

A specific amount of total funding is set aside for organizations annually. These organizations are: the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, Village at Northstar Association and the North Lake Tahoe Chamber of Commerce..

Grant Program Deadlines:

Business Association Program (BAP) grant deadlines apply within the fiscal year (July 1 - June 30).

Deadline: Open until June 1, 2012

H-1

Grant Program Eligibility Criteria:

BAP grants are designed to provide marketing and promotional support: including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax) and promote the commercial /geographic area(s) of the requesting organization/entity.

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion of each specific region for special events and programs of the designated Business Association

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Dollar amounts to be awarded:

A specific amount of total funding is set aside for these organizations each year.

Grant Program Recipient Obligations:

Use of the North Lake Tahoe Resort Association/ North Lake Tahoe Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.

Accountability and Documentation of Return on Investment (ROI) presentation to the Chamber Advisory Committee is required before any other grants can be considered..

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

Kym Fabel, Manager
North Lake Tahoe Chamber of Commerce
PO Box 884
100 North Lake Blvd.
Tahoe City, CA 96145
Ph: 530-581-8764 Fax: 530-581-7686
Kym@PureTahoeNorth.com

H-2

SECTION A:

Business Association Marketing Grant

Application form

Date Submitted:		
1. Event Date	Event Name:	
2. Grant Amount Requested		
3. Name of Applicant Organization:		
4. Contact Name		
Mailing Address	City/State	Zip:
Telephone:	Email:	
Website:		
5. When was organization founded?	Is organization non-profit?	
6. Purpose/Mission of organization		
7. Tax ID Number:		
8. What is your organization's annual net revenues (less expenses):		
9. Narrative description and purpose of the grant funding?		
10. How is your grant request consistent with your organization's mission or purpose?		

H-3

11. Submit (attach) complete proposed budget of the grant funding	
12. If not provided in budget, please provide (attach) complete marketing and promotional plan.	
EXAMPLE:	
Type	\$Spent – or describe what you are doing with each category below
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
13. Grant Amount Requested: \$ _____	
14. Percentage of total budget requested _____ %	
15. Sources of other funding to support the business association budget.	
16. Description of how the success of your grant will be measured:	
_____ Signature	_____ Date
_____ Print Name and Title	

SECTION B:

Required Accountability and ROI Documentation Report:

The following information must be submitted and presented to the Chamber Advisory Committee before the next granting cycle begins. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

1. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available.
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

H-5

If the grant was for a special event, please also provide the following report:

A. Event attendance statistics and results of participant surveys, if taken.
B. Copies/examples of press releases and media coverage.
C. Summary information on:
• Post Event Summary:
• Your experience in raising funds for this event from other sources.
• Final actual expenditures and revenue statement.

H-6



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www.NorthLakeTahoeChamber.com

North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

January

- 17 Chamber Education Seminar:
9am-Noon
Labor Law Update 2012
Cedar House Sport Hotel, Truckee
- 19 Mixer: "Party Like It's Snowfest" Fundraiser
5-8pm
Blue Agave, Tahoe City

February

- 14 Chamber Education Seminar: 9am-Noon
"The Manager as Coach", Accountability for Managers
Cedar House Sport Hotel, Truckee
- 16 Community Awards Dinner 6-9pm

2011-12 Business Plan Progress Report

DEC 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- Weekly Newsletter — Biz Bytes Distribution to members
- Weekly Radio Show promoting timely events and business members
- Dec 2—Mixer at Christmas Tree Village
- Dec 9—Mixer at Sunnyside

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- Dec 6 —Breakfast Club

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

- Administration of the Tahoe Fund “Plate for Powder” program
- Called to review all data for every chamber member
- Completed SHRA partnership education calendar

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location

	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11
Incline/Crystal Bay	25%	25%	25%	25%	25%	25%	24%
Tahoe City	27%	27%	27%	27%	27%	27%	28%
Truckee	14%	14%	14%	14%	14%	14%	16%
KB/CB/ Tahoe Vista	13%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	5%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	4%
Squaw Valley	3%	3%	3%	3%	3%	3%	4%
Other	6%	6%	6%	6%	6%	6%	4%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	500	444