



**north lake tahoe**

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE  
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

**Thursday, January 9, 2014 – 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*

**Business Association  
and Chamber  
Collaborative Members**

**NLTRA Board:**

**Kaliope Kopley**  
**Eric Brandt**

**Committee Members:**

**Caroline Ross, Chair**  
Squaw Valley Business Assoc.

**Stephen Lamb**  
PlumpJack Inn

**Steve Hoch**  
Tahoe City Downtown Assoc

**Dave Wilderotter**  
Tahoe Dave's

**Kay Williams**  
West Shore Assoc.

**Rob Weston**  
West Shore Sports

**Mike Young**  
Incline Community Business  
Assoc.  
?

**Amber Burke**  
Village at Northstar Assoc.  
?

**Joy Doyle**  
North Tahoe Business Assoc.

**Michael Gelbman**  
Sierra Sun

**Ginger Karl**  
North Lake Tahoe  
Chamber/CVB/Resort Association

**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**)
  - December 11, 2013 Meeting Minutes
- E. CEO Update – Sandy Evans Hall (5 minutes)
- F. \$30,000 Lakeshore Funding – Update (10 minutes)
- G. \$50,000 Product Development – Scope of Work (1 Hour)
- H. Shop Local - Joy Doyle & Team (5 minutes)
- I. Committee Member Reports/Updates from Community Partners (5 mins – 1 Min each)
- J. 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, December 11, 2013 – 9 am

North Lake Tahoe Visitor Information Center

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kali Kopley, Eric Brandt, Joy Doyle, Steve Hoch, Caroline Ross, Amber Burke, Michael Gelbman, Kay Williams, and Mike Young

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ginger Karl, and Jessica Walker

#### **OTHERS IN ATTENDANCE:**

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

1. The Business meeting was called to order at 9:07 am by Caroline Ross and a quorum was established.

#### **B. PUBLIC FORUM**

1. There was no public forum

#### **C. AGENDA AMENDMENTS AND APPROVAL**

**M/S/C (Doyle/Brandt) (6-0-0) to approve the BACC Agenda December 11, 2013 with amendments as discussed**

#### **D. APPROVAL OF THE MEETING MINUTES**

**M/S/C (Kopley/Hoch) (6-0-0) to approve the BACC minutes from November 13, 2013**

#### **E. CEO Update – Sandy Evans Hall (5 minutes)**

1. In January the Board will be approving all the committees and new committee appointments. David Tirman, JMA, will be joining the Board in January.
2. February will be a Board development retreat.

#### **F. BACC Appointments (10 minutes)**

1. The Committee members from the different Business Associations appointed the following new members as follows:
  - TCDA – Dave Wilderotter
  - WSA – Rob Weston
  - NTBA – Michael Gelbman
  - Squaw – Stephen Lamb
  - Northstar – New Marketing Manager, still in the hiring process
  - Incline – still TBD but looking for someone from IVGID

#### **G. \$30,000 Lakeshore Funding – Criteria and Metrics (30 minutes)**

1. This money came from the Fund Balance.
2. After last meeting a smaller group got together to discuss.
3. Eric Brandt discussed the Lakeshore In Market Campaign.
  - i. Key Components
  - ii. Metrics
4. This is an awareness campaign. Will be using Social Media, Photo contest, hashtag, etc.
5. The campaign will go for 20 weeks. Dec 20-May 9.
6. There was a discussion about how will this be implemented. Once Andy is given the go ahead he will have Abby Agency and School of Thought get started on the Campaign. Not part of their contact with Resort Association but they will do. Cost would come out of \$30,000.

7. There was a discussion about how to expedite the implementation of this program so that it is ready in time for the holidays. Important to get an initial campaign out for the holidays.
8. There was a brief discussion about how this can flip-flop to promote the mountains in the summer.
9. Group agrees on the plan and would like to see the program in place as soon as possible.

**M/S/C (Ross/Young) (6-0-0)** to approve the general plan and campaign outlined today with support of quick execution for holidays, working with Andy and getting approval.

**H. \$50,000 Product Development – Scope of Work (30 minutes)**

1. Last Friday there was a meeting with a presentation from Sandy about what the Resort Association does for in-market marketing, and what exactly Emily does. Andy also gave a presentation about the out-of-market marketing that is done by his team.
2. Website changes are coming, more on the backside. Event Calendar and Cool Deals are two components that could be more user friendly.
3. Would not recommend putting any of the \$50,000 towards website.
4. The \$50k must be allocated by June 30.
5. The group discussed a few ideas they are interested in.
  - i. Shop local campaign – maybe put some of the money toward the grand ideas generated this fall. Extend it to a year round event.
  - ii. Event punch card for the summer.
6. Group will continue to brainstorm ideas and then come back with a plan. Would like to see what comes out of Touch the Lake and Shop Local and see if those can be expanded.
7. If a program really takes off with this initial funding, there is a possibility for TOT funding in the future.
8. Next Steps? Sub committee to meet in January? In January will have more people in committee with additional ideas.
9. The outcome of the discussion is the following framework:
  - **Events**
    - Regional – e.g. Opening Day At The Lake
    - Area / Member Specific
  - **Information Products**
    - Maps
    - Web – Under NLTRA Mktg. execution (unless BACC needs something else or different)
    - Social Media – Under NLTRA Mktg. execution (unless BACC needs something else or different)
    - Collateral
  - **Programs / Campaigns**
    - Shop Local – e.g. multi-seasonal program
    - Possible: Seasonal campaigns

**I. Shop Local - Joy Doyle & Team (5 minutes)**

1. We need more cards. Do we want to order more?
2. Caroline will talk to Print Art and order more.

**J. Committee Member Reports/Updates from Community Partners (5 minutes – 1 Minute each)**

1. Next Meeting is January 9<sup>th</sup> at 2pm.
2. Shop Local Round up is January 15<sup>th</sup> 5pm.
3. Submit invoices for shop local to Neighborhood Co.

**K. Adjournment**

1. The meeting was adjourned at 10:55

Submitted By:  
 Jessica Walker  
 Executive Assistant  
 NLT Chamber/CVB/Resort Association