



**north lake tahoe**

Chamber | CVB | Resort Association

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

**Wednesday, January 16, 2013 – 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*

<p><b>Business Association and Chamber Collaborative Members</b></p> <p><b><u>NLTRA Board:</u></b></p> <p><i>Kaliopé Kopley Eric Brandt</i></p> <p><b><u>Committee Members:</u></b></p> <p><i>Caroline Ross, Chair Squaw Valley Business Assoc.</i></p> <p><i>Steve Hoch Tahoe City Downtown Assoc.</i></p> <p><i>Kay Williams West Shore Assoc.</i></p> <p><i>Mike Young Incline Community Business Assoc.</i></p> <p><i>Cassandra Sharp Village at Northstar Assoc.</i></p> <p><i>Joy Doyle North Tahoe Business Assoc.</i></p> <p><i>Michael Gelbman Sierra Sun</i></p> <p><b><u>County Representative</u></b></p> <p><i>Dave Snyder</i></p> <p><b><u>Quorum</u></b></p> <p><i>3 members including 1 NLTRA Board Director</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 (<b>Motion</b>)</p> <ul style="list-style-type: none"><li>• October 10, 2012 and November 14, 2012 Meeting Minutes</li></ul> <p>E. CEO Update – Sandy Evans Hall (5 minutes)</p> <p>F. Special Events Grants Update – Judy Laverty</p> <p>G. Shop Local Program Updates – Joy Doyle (15 minutes)</p> <p>H. WSA 2012-13 Community Marketing Grant Presentation – Kay Williams (<b>Motion</b>)</p> <p>I. Discussion: Opening Day at the Lake and other Membership Events (45 minutes)</p> <ul style="list-style-type: none"><li>a. Educational Programs</li><li>b. Networking Programs</li><li>c. Chamber Bucks</li><li>d. Sidewalk Sale</li><li>e. Touch the Lake Promotional Piece</li></ul>
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This meeting site is wheelchair accessible

Posted and Emailed-1/11/2013

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|  | <p>J. Committee Member Reports/Updates from Community Partners<br/>(5 minutes)</p> <p>K. Adjournment</p> |
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**PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686**

**MEMBERSHIP ADVISORY COMMITTEE MINUTES**

**Wednesday, October 10, 2012 – 9:30 am**

**Tahoe City Visitor Information Center**

**PRELIMINARY MINUTES**

**COMMITTEE MEMBERS IN ATTENDANCE:** Kali Kopley, Mike Gelbman, Steve Hoch, Joy Doyle, Kay Williams, Mike Young, and Cassandra Sharpe

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Deanna Frument, and Jessica Walker

**OTHERS IN ATTENDANCE:** Pettit Gilwee

**A. Call to Order - Establish Quorum**

The Membership Advisory Committee meeting was called to order at 9:36 am by Kay Williams and a quorum was established.

**B. Public Forum:**

There was no public forum.

**C. Agenda Amendments and Approval**

**M/S/C (Kopley/Gelbman) (7-0-0) approve the agenda as presented**

**D. Approval of the Meeting Minutes** from June 13, 2012 and August 8, 2012 Meeting Minutes

**M/S/C (Doyle/Young) (7-0-0) approve the Membership Advisory Committee minutes of June 13, 2012 and August 8, 2012**

**E. CEO Update**

Sandy Evans Hall, Chief Executive Officer/CEO, passed out a flyer about the transit summit and asked committee to distribute the flyer to their members. The purpose of the summit is to begin the discussion of how to create a transit system in North Lake Tahoe that will encourage the auto-less visitor.

She informed the committee that there are three Board positions open; large lodging, restaurant and retail. If anyone was interested in the position the deadline for filing candidacy is November 5, 2012.

Sandy mentioned she will be sending TOT reports out monthly as well as sales tax reports if she gets that data. The committee requested a tutorial on how to read the data.

**F. Business Directory Update**

Deanna Frument, Membership Manager, discussed the changes in the business directory and the effort to promote our members. Clean-up is starting with non-members outside of Placer County and Incline Village. A notice was sent to non-members outside of the Placer County and Incline Village giving them the opportunity to join or they would be removed from Gotahoenorth.com by November 1, 2012. Businesses within Placer County and Incline Village

will have until the end of the year to join before being removed from Gotahoenorth.com. One exception is lodging in Placer County who will be included regardless of membership status due to our TOT funding.

**G. Business Association Collaborative Proposed Change**

Deanna discussed that due to concerns expressed by the Membership Advisory Committee Members, the Chamber has reevaluated the focus of this committee. To be more valuable to the businesses of North Lake Tahoe she proposed that the committee change to a Business Association and Chamber Collaborative. The primary functions of this collaborative would be; allocating marketing grants, collaborate on events, calendars, opportunities, and programs. The meeting schedule would change to every other month with a particular focus for each month the group meets. November and May would be to discuss the Marketing Grants, March and September would be for calendar collaboration, and January and July would be for program collaboration. The CEO update would continue and there would be a time limit for agenda items and a maximum meeting duration of two hours.

**M/S/C (Doyle/Gelbman) (7-0-0) approve to recommend to the Board to become a Business Association and Chamber Collaborative.**

**H. Membership Program and Project Updates**

1. Deanna gave an update on upcoming Membership Activities
  - a. Membership luncheon next Thursday.
  - b. October 25<sup>th</sup> – Halloween Mixer at Sierra Sun in Truckee.
  - c. November 15<sup>th</sup> – Winter Expo at Squaw.
  - d. November 29<sup>th</sup> – Harvest theme mixer at Northstar
2. Business Association Member Incentives
  - a. Deana discussed that she is working with other Business Associations to incentivize people to be part of both a Business Association and the Chamber. One incentive is the Chamber Bucks program. This program entitles members of a Business Associations who join the Chamber to get Chamber bucks which can be spent on marketing, promoting themselves, or sponsorship opportunities.

**I. Shop Local Program**

1. Joy Doyle, NTBA, led a discussion about the Shop Local program. The NTBA invited all of the Business Associations to participate this year in an effort to expand the reach. The chamber will help get the registration and webpage running. Also it was decided that you would have to spend \$25 for a sticker rather than the \$20 requirement last year.

**J. Committee Member Reports/Updates from community partners**

There were no community member reports.

**K. Standing Reports**

There were no standing reports.

**L. Adjournment**

The Membership Advisory Committee meeting adjourned at 11:33 am.

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





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**MEMBERSHIP ADVISORY COMMITTEE MINUTES**

**Wednesday, Nov 14, 2012 – 9:30 am**

**Tahoe City Visitor Information Center**

**PRELIMINARY MINUTES**

**COMMITTEE MEMBERS IN ATTENDANCE:** Mike Gelbman, Sherina Kreul, Joy Doyle, Kay Williams, Mike Young, and Cassandra Sharpe

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Andy Chapman, Deanna Frument, and Jessica Walker

**OTHERS IN ATTENDANCE:** Pettit Gilwee

**A. Call to Order - Establish Quorum**

The Membership Advisory Committee meeting was called to order at 9:36 am by Caroline Ross and a quorum was established.

**B. Public Forum:**

- Joy Doyle told the group about the NTBA Holiday Mixer at the Cal Neva on December 11th. There will be light refreshments, networking and sweater contest. The NTBA is also doing a See's Candy holiday fundraiser.
- Andy Chapman told the group that after the holidays they will be reaching out to the Business Associations for volunteers for IRONMAN 2013.

**C. Agenda Amendments and Approval**

The agenda was approved by acclamation.

**D. Approval of the Meeting Minutes (*Motion*)**

- The October 10, 2012 Meeting Minutes were not approved as there was not a quorum.

**E. Sandy Evans Hall gave the CEO Update**

- The TRPA meeting today is the final meeting before the adoption of the Regional Plan Update.
- The RPU meeting on the 28th of November is at Granlibakken.
- She passed out the new Nordic Map. It is the first iteration so she encouraged corrections or additions for future versions.

Judy Lavery discussed the Special Event Grants that were awarded. 19 out of 30 applications were approved. They awarded about \$35,000 out of \$50,000. There will be a second round in May for the remaining funds. If you were not awarded funds in the first round you can reapply for round two. She also mentioned that even if you aren't applying for grant funds she would be happy to meet and come up with an event strategy.

**F. Joy Doyle discussed the Shop Local Program Update.**

- Caroline discussed and distributed the stickers for the program to the group. Each Business Association gets a different sticker to track where people are shopping.
- The program includes retailers that are members of the 5 different business associations.
- The participating retailers will all be listed on the website created by the Chamber.
- Prizes will be solicited from participating retailers, but they are not required.

- G. Emily discussed the new advertisement for the Winter Visitor Guide. This ad is part of the 'Touch the Lake' campaign to get visitors to the lake during the winter. She discussed the changes to the copy and asked the group if they were ok with the changes that were made. The group was happy with the changes made.
- H. SVBA 2012-13 Community Marketing Grant Presentation – Caroline Ross
- The SVBA has presented a proposal requesting \$10,000 for the edits, re-print, and distribution of the Squaw Valley Area Guide.
  - The total projected expense for printing 50,000 guides and distribution will be \$12,306. The SVBA will be responsible for paying \$2,306 or 23% of the cost.

**M/S/C (Williams/Doyle) (5-0-1 abstention Ross) to recommend to allocation of the Community Marketing Grant to the SVBA**

NTBA 2012-13 Community Marketing Grant Presentation – Joy Doyle

- The NTBA has presented a proposal requesting \$10,000 for the marketing and advertising of the Tahoe Bay to Bay district and in-market special events to improve the economic vitality and quality of life in the area.
- In anticipation of the KBCCIP breaking ground in 2013, NTBA has earmarked \$1,460 in funds to use for an "Open During Construction" marketing campaign.

**M/S/C (Williams/Ross) (5-0-1 abstention Doyle) to recommend to allocation of the Community Marketing Grant to the NTBA**

- I. Discussion: Communication Between Meetings
- The committee discussed communication between meetings as the BACC has shifted to a bi-monthly meeting. It was determined that between meetings a communication piece will be emailed to all of the members with the last meeting action items, the next meeting's topic, and how to be prepared for the next meeting. An email will go out around the 10<sup>th</sup> of the non-meeting months asking the members if they have anything they would like to share in the communication piece. The formal BACC communication will be finalized and emailed to the members around the 15<sup>th</sup> of each non-meeting month by the Chamber.
- J. January Meeting Agenda
- The January meeting will be moved back to starting at 9am. The meetings topic will be program collaboration. All of the members are asked to bring information for our combined calendar for the spring and early summer and be prepared to discuss any planned programs including assistance and collaboration opportunities.
  - The West Shore Association will also give their Community Marketing Grant Presentation
- K. Committee Member Reports/Updates from Community Partners
- Cassandra Sharpe reported that today is Northstar's Opening Day. Also their 40<sup>th</sup> Birthday Celebration will be Dec 23<sup>rd</sup>.
  - There will be a Chamber mixer at Tavern 6330 in Northstar on the 29<sup>th</sup>.
  - Sherina Kreul Reported that the TCDA will have a new event, the Holiday Hop on November 24<sup>th</sup> from 3-6:30. It is scheduled at the beginning of the Christmas shopping season and the Shop Local Program.
  - Caroline Ross told the group about Squaw Village's holiday shopping event on November 24<sup>th</sup>. It will be a preview day for the two new shops in the Village.
- L. Adjournment
- The meeting was adjourned at 11:02am

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



**The round 2 of grant applications timeline is as follows:**

February 1 application process begins (need press release to go out in January)

February 22, application deadline

March 15, Grant presentations to Event Task Force

March 26, Task Force recommendations to marketing committee for approval

April 3, presentation to Board for approval



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## 2013 Chamber Calendar

### January

15	NE	New Member Orientation	8-9am	TCVIC
17	MIXER	SnowFest Fundraiser	5-7pm	Hacienda TC
31	CLASS	How to Make More \$ From your Membership	Noon	Webinar

### February

8	CLASS	Legal Update for California Business Leaders and Managers	9am-12pm 5:30-	Cedar Sport Hotel
12	NE	Corks and Connections	6:30pm	TCVIC
15	MIXER	TBA	5-7pm	TBA

### March

All March	CLASS	SED Corp Business Class Series	All March	TCVIC
12	NE	Lunch Bunch	12-1pm	TCVIC
19	CLASS	Quickbooks Training	9am-4pm	TCVIC
21	SE	Community Awards Dinner	7pm-10pm	TBA

### April

9	NE	New Member Orientation	5:30- 6:30pm	TCVIC
13	SE	North Lake Tahoe Bridal Faire	12-4pm	Squaw Valley
16	CLASS	ABC's of Social Media Webinar	12-1pm	Webinar
18	MIXER	Keep Sierra Green Earth Day Celebration JT Mixer	5-7pm	Mamaski
24	SE	Legislative Breakfast/Luncheon		

### May

14	NE	Speed Networking	12-1pm	TCVIC
16	MIXER	TBA	5-7pm	Incline
23	CLASS	ServeSafe, Pool Drain Compliance, CPR, Certifications	10am-1pm	NTEC

### June

11	CLASS	Pinterest 101 Webinar	8am-9am	Webinar
20	MIXER	Tuesdays Bluesdays JT Mixer	5-7pm	Village at Squaw
TBA	SE	Summer Expo	12-2pm	TBA

### July

9	NE	New Member Orientation	8-9am	TCVIC
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### August

13	NE	Corks and Connections	5:30-6:30p	TCVIC
TBA	CLASS	Google Analytics		
22	MIXER	TBA	5-7pm	Kings Beach

### September

10	NE	Business and Bagels	8-9am	TCVIC
17	CLASS	Quickbooks Training	9am-4pm	TCVIC
19	MIXER	Resort at Squaw Creek Holiday JT	5-7pm	RSC

### October

17	SE	Annual Membership Luncheon	11:30-2pm	NTEC
9	CLASS	Youtube and Business Webinar	12-1pm	Webinar
24	MIXER	Sierra Sun JT Truckee Mixer	5-7pm	Sierra Sun Truckee



**November**

12 NE Speed Networking  
14 MIXER Northstar JT Mixer

12-1pm

5-7pm Northstar

**December**

TBD MIXER Sunnyside  
6 MIXER Christmas Tree Village  
11 SE Winter Expo  
18 CLASS ServeSafe Food Management Certifications

5-7pm

Sunnyside Restaurant

5-7pm

Incline Village

5-7pm

TBA

10am-1pm NTEC

**Key**

MIXER Mixer  
NE Networking Event  
SE Special Event  
CLASS ChamberEd Class



## **Business Associations and the Chamber of Commerce**

The North Lake Tahoe Chamber and Business Associations have a very positive synergistic relationship. While being a member of the Chamber extends your promotional reach to all of North Lake Tahoe, nationally and internationally, a Business Association is a great way for you to create visibility in the community within a smaller defined geographic area. Depending on the nature of your business, a local Business Association membership could be significant to you as a local business owner or salesperson.

### **How We Work Together**

- **Grants** – Supporting local events and marketing efforts
- **Events** - Promoting, coordinating calendars and ancillary activities
- **Programs** – Educating, creating visitor programs, and supporting programs (i.e. Shop Local)
- **Advocacy** – Working together through issue education and awareness

### **Chamber Bucks Program**

Members of Business Associations are eligible to receive Chamber Bucks when they join or rejoin a business association. Joining more than one association can be expensive for a small business owner and we respect that and want to help. Chamber Bucks may be applied to some Chamber events or educational classes. Chamber Bucks expire one year after they are issued.

New and returning Business Association members are entitled to:

1 \$10 Chamber Buck Coupon

Business Association and Chamber Members are entitled to:

2 \$10 Chamber Buck Coupons

For non-chamber Members Chamber Buck coupons can be used towards:

- Chamber Events
- Educational Events
- Luncheons
- Community Awards Dinner

For Chamber Members Chamber Buck coupons can be used towards:

- All of the above PLUS:
- Web Advertising (online coupons, Banner Ads, E-blasts)
- Expo Booths
- Visitor Center Opportunities
- Event Sponsorships

**Procedure for Chamber Bucks:**

Each Business Association is responsible for submitting the interested member's name and address to the Chamber. Upon receiving their full name and address, the Chamber will mail the Chamber Bucks Coupon directly to the member. Chamber Bucks can also be picked up from the North Lake Tahoe Chamber/CVB/Resort Association office at 100 N. Lake Blvd. Tahoe City, CA 96145.