



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, January 8, 2015 – 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:

Kaliopé Kopley
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

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business
Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

Ginger Karl
NLTRA

County Representative

Cadence Matijevich

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 10, 2014
- E. Touch the Lake Campaign Update
 - Request for Prizes
- F. 2014/2015 Shop Local Campaign Development
 - Holiday Contest Reports
 - Year-Round Program Set Up & Release Discussion
 - Website Review
 - Program Roll-Out Discussion/Stickers Update
 - Banner Update
 - Marketing Responsibilities
- G. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- H. Adjournment



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, December 10, 2014

North Lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Stacie Lyans, Amber Burke, Joy Doyle, Rob Weston, Mike Young

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Ginger Karl

BOARD MEMBERS IN ATTENDANCE: Kaliope Kopley

OTHERS IN ATTENDANCE: Cadence Matijevich-Placer County, Melody Rebbeck-Truckee Donner Chamber of Commerce

A. CALL TO ORDER – ESTABLISH QUORUM

-The Business Association and Chamber Collaborative meeting was called to order at 9:08am by Caroline Ross, a quorum was established.

B. Public Forum

-Cadence Matijevich will be taking Dave Snyder's Placer County position on the BACC Committee

C. Agenda Amendments and Approval

-No Amendments

D. Approval of the Meeting Minutes (Motion)

-M/S/C (Lyons/Young) (7-0-0) to approve the BACC minutes for October 15, 2014 and November 12, 2014 (Kopley and Doyle Abstain)

E. New Proposed Meeting Date & Time

-BACC Meetings to be altered dates and times for January, February, March 2015

- o 2nd Thursday of the month at 3:00PM
- o Confirmed Dates to Be: January 8, February 12, March 12

F. Touch the Lake Campaign Update-Request for Prizes

-Campaign Updates-12/3/14 Report from Abbi Agency:

- o 106 Entries
- o 1,039 Impressions
- o Touch the Lake Campaign rack cards have been printed and were distributed to the Committee. These will be distributed throughout the Visitor Centers in North Lake Tahoe & Truckee.
- o Abbi Agency is in contact with silent A photography for stock photography for the social media campaign
- o Since the program launched November 12, it was determined by Ginger & Abbi Agency to extend this contest period until Dec. 31
- o Abbi Agency asked if we still need a prize for the end of this campaign term-\$200 Value
- o Abbi Agency has a reserve of \$200 for BACC for one of the monthly prizes by not billing the committee for \$200 of the rack card cost
- o It was also noted that the print page ad requests from Tahoe Quarterly (Winter Visitor Guide) and Tahoe Magazine (Sierra Sun) had/were being paid through NLTRA directly

-Prizes

-The question was posed by the committee if we were still moving forward with the themed campaigns by month and a reminder of the themes for each month was given:

- November/December-"Shop"-1 \$200 Prize
- January-"Dine"-1 \$200 Prize
- February-"Date at the Lake"-1 \$200 Prize

- March-Photo Challenge-"Weekly Contest"- Snowshoe, Yoga, etc.=1 \$200 Prize for the End of March
 - April-"1st on the Lake"-1 \$200 Prize
 - Total of 5 \$200 Prizes Needed
- Rob Weston mentioned checking on a West Shore Experience Package for a prize
- *Since the meeting Rob secured a \$200 Package that has gone live on social media: West Shore Experience: 1 Night Stay Tahoma B&B, Snowshoe or Cross Country Ski rental for 2 from West Shore Sports, \$50 Gift Card from the West Shore Café for Après-Ski drinks & appetizers*
- One prize should be coordinated from each district but should be from the Lake-Prizes should be coordinated according to the theme of the month
- Each district should craft the request and educate their members on the Touch the Lake Campaign through their newsletters and email marketing with a plug for sponsorship
- The deadline to have the prizes coordinated is the end of January

G. 2014/2015 Shop Local Campaign Development

-Hospitality Holidays Event Update

- Amber requested that any requests for lift tickets be requested through the Vail Echo program next year
- # of Vendors-61 vendors Approx. 300 people in attendance
- 10 Shoppers entered to win the 10 Ski Lift Tickets Spending \$200 each at the event
- Suggestions made:
 - Have the event be 2 days
 - Have the event all day on a Saturday
 - Limit the amount of vendors
 - Not have so many redundant vendors-5 of each category

-Year-Round Program Discussion

- Program Roll-Out Timing-Mid-January after next BACC Meeting
- Marketing plan will start with social media-Facebook page
- Marketing plan will include reaching out to media partners to pick up press releases and news
- If not in-kind-request shoulder season rates from partners
- Send the logo (Shop Local Badge) to participating businesses to use in their marketing and newsletters
- Discussion was had about the cost of each of the 200 kits and that the 1st 100 should not be free-there should be a cost attached to each and the cost of \$12.50/kit was determined-*After the meeting, discussion went around by email and a cost of \$15.00/kit was agreed upon by the committee*
- The Facebook Shop Local Pledge Campaign was discussed again for launching the program and the following agreed to participate: Kali, Mike, Sandy, Stacie, Joy
- An initial marketing budget of \$2,497.00 was discussed by Sandy Evans Hall until all 200 kits were sold at the \$12.50/kit cost-not \$4,372.30 left in the budget
- The program should also be promoted through the Leadership program (?)

-Holiday Contest Update & Discussion

- Holiday Contest Card print to increase from 10,000 to 12,500 next year
- Ginger will send an email out to each district with a spreadsheet of the business names and colored codes-Each district will send a reminder email to the businesses asking if they have additional cards or need cards
- One of the questions to ask the merchants is how many cards were distributed that were not needed
- It was determined that each district would bring their tally results to the Jan. 8 meeting to give everyone a bit more time
- As a reminder the items to be tallied are:
 - Total cards returned
 - Total dollars spent
 - Total participating retailers
 - Estimated number of undistributed cards
 - Calculate average spending per card
 - Participating retailers spreadsheet-total dollars provided per business

H. Committee Member Reports/Updates from Community Partners

- Northstar
 - Northern Lights Event
 - Sat. Dec. 13th-Light Up the Village, Tree, Fireworks at 7pm
 - DJ's before and after that event
 - Blackout Bingo-New Event that day from 5pm-7pm
- Truckee Donner Chamber of Commerce
 - Santa will be at the airport next Saturday, not this Saturday
 - Truckee Chamber is selling raffle tickets for a California gold Pass for \$10 each, only 500 tickets-California Gold Pass is all 27 Ski Resorts-Only Ski the resorts 50 times in one season and is completely transferable throughout the season
- Snowfest!
 - New Management is under way
- TCDA
 - Lighting program for winter is on-going and contractors are placing up more lights
- NTBA
 - Moved offices to northeastern portion of the newly completed Bear Street roundabout on Highway 28 in downtown Kings Beach.-King Building at 8401 North Lake Blvd., Ste. No. 203.

I. Adjournment

- The meeting was adjourned at 10:20am.

Submitted By:
Ginger Karl
Membership Manager
NLT Chamber/CVB/Resort Association