



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Wednesday, July 10, 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*

Business Association and Chamber Collaborative Members

NLTRA Board:

Kaliopé Kopley
Eric Brandt

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Steve Hoch
Tahoe City Downtown Assoc.

Kay Williams
West Shore Assoc.

Mike Young
Incline Community Business
Assoc.

Cassandra Sharp
Village at Northstar Assoc.

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

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**)
 - May 8, 2013 Meeting Minutes
- E. IRONMAN Lake Tahoe Business Outreach – Andy Chapman (10 minutes)
- F. Marketing Lake Businesses in Winter - Andy Chapman (5 minutes)
- G. Opening Day at the Lake Recap- Kay Williams (15 minutes)
- H. Shop Local 2013 Task List- Joy Doyle (20 minutes)
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Adjournment



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MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, April 11, 2012 – 9 am

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Kay Williams, and Steve Hoch

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

OTHERS IN ATTENDANCE: Kellie Cutler

A. CALL TO ORDER – ESTABLISH QUORUM

1. The Membership Advisory Committee meeting was called to order at 9:06 am by Chair Kay Williams and a quorum was established at 9:06am.

B. PUBLIC FORUM

2. Andy Chapman, came to discuss IRONMAN Volunteers. The event is Sept 22nd. There is a need for 3000 volunteers and 100 captains. There will be small amounts of funding to non-profits who bring in large amounts of volunteers. There is more information about volunteering at ironmanlaketahoe.com
3. Eric Brandt suggested that Northstar and Squaw reach out to season passholders with information regarding to IRONMAN. Kay mentioned reaching out to the homeowner associations.
4. The traffic management plan should be completed in the next few weeks and there will be a large public outreach. Andy would like the business associations to help spread the word.

C. AGENDA AMENDMENTS AND APPROVAL

Agenda was approved by acclamation

D. APPROVAL OF THE MEETING MINUTES

M/S/C (Brandt/Hoch) (4-0-0) to approve the Membership Advisory Committee minutes of March 13, 2012.

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

5. Sandy gave an update on the transit vision. Gordon Shaw has presented 4 different scenarios ranging from \$7m to \$18m. Right now trying to establish what the increment need is and then what a realistic first step would be. Finally what the realistic potential revenue sources would be. Different taxes, TOT, and recreation fees are among the top contenders for funding.
6. Steve asked when they will be coming back with more definite details and Sandy said there will be another transit summit in September where the team will present some of the ideas.
7. Some of the key goals are reducing dependency on automobile and increasing headways. Kay mentioned that she thinks it is important to have services in the off season for employees.

8. Sandy also mentioned that she is in contract negotiations with Placer County right now. They are making sure we have enough money for Transportation/Infrastructure but still keep the momentum up with Marketing.

9. Water shuttle starts on June 27th along with all summer transit programs. She mentioned some of the changes including flat \$10 fare, extended evening hours, and allowing walk-ons.

F. North Tahoe Art Tour – Kellie Cutler (10 minutes)

10. Kellie Cutler came to discuss the North Tahoe Art Tour. It is a self guided driving tour. It is the 20th anniversary event. It kicks off with a joint mixer at the Tahoe Art Center on July 9th from 5-7. Working with Uncorked for wine, music by Tuck Wilson. They are expecting about 200 people. Then Art Tour will begin on the 12th. They are still working on restaurant sponsors. The Art Tour will take place over two weekends, July 12-14 and July 19-21.

G. Community Calendars Update- Jessica Walker (10 minutes)

11. Jessica gave an update on the Community Calendars. The calendar has been updated with any information she received. The group members looked over the calendar and gave Jessica some additions and corrections.

H. Opening Day at the Lake Update- Kay Williams

12. Kay updated on Opening Day on the Lake. The schedule is finalized and the passports are at the printers right now. Every lake front restaurant from Chambers to the Hyatt is listed.

13. There are a lot of great prizes and activities.

14. Each business that is a stamp location gets passports and a stamp. If visitors visit a specific number of businesses over the holiday weekend they get entered to win great prizes.

I. Shop Local 2013 Discussion- Joy Doyle

15. Deanna gave the update from Joy. There are still a couple outstanding items from 2012. IVBA, SVBA and TCDA still need to submit there lists of participants.

16. Steve would like to start working on this much earlier than in the past.

17. As there is not much attendance at this meeting this agenda item will be tabled until next month.

J. Committee Member Reports/Updates from Community Partners (5 minutes)

18. Steve Hoch, TCDA is deep in events for summer. Concerts are ready. 4th of July is going well, trying to raise the bar. Fundraising is always a big struggle. Fundraiser at Petra, June 1st. it will be small but fun. Tickets are \$40. Tahoe Gal Cruise fundraiser is on June 12th. Wine Walk is June 22nd.

19. Kay may change the lineup of the LTMF to not compete with Farm to Table Dinner.

20. Kay also announced some new members to the West Shore Association

21. Deanna, just finished edits for the Visitor Guide. Working with Visitor Information on customer service training. We will be putting on a summer activity program with the training that will offer free summer activity demos to frontline employees.

K. Adjournment

22. The meeting was adjourned at 10:27am.

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

Shop Local Contest 2012 Checklist

2012 Partners NTBA / TCDA / ICBA / Village at Northstar / Village at Squaw / NLT Chamber

Determine Partner Organizations that want to participate in September

All participants agree to share the work to produce and execute the program as well as split the cost evenly.

Expense Tracking, Adherence to Budget and Reimbursements

Each BA will keep track of their costs, quantities ordered, advertising purchased, vendors used, etc. and submit for approval and for consolidated documentation of all expenses for next year and to facilitate necessary reimbursements. (who? Pick one person to handle)

Determine Project Budget by **Oct 30** – is everyone comfortable with total budget \$1400 divided by 6 = \$233 each?

Project Budget

Contest Cards printing \$275

Grand Prize \$125

Stickers \$250

Print Advertising \$500

Graphics for contest cards, flyer and print advertising \$250

Above totals \$1400

Radio Advertising and banners – we can only if we are under budget

Confirm Grand Prize(s) by Nov 9:

Joy spoke with Dave of Tahoe Dave's and he will donate \$375 towards a \$500 gift certificate; participating BA will have to split the remaining \$125. Mike asked if it would be okay to solicit Village Ski Loft for a \$500 gift certificate too. **Joy will confirm this is okay with Dave by Nov 2 and let Mike know by Nov 9.** Is there a Northstar and/or Squaw store that wants to donate a grand prize? – **Cassandra and Caroline to advise group by Nov 9.**

Confirming Participating Retailers and requested additional prizes:

Set up an online registration page explaining the program to potential businesses. send a link to the page to all BA by **Nov 2** if possible (Deanna = lead)

In October/early November each partner solicits retailers in their district (must be members) to participate in the program request additional prizes valued at \$50 minimum in the form of gift certificates (no physical items accepted), and confirms 2-3 card drop-off locations in their district. 40-50 retailers should be the minimum target as a total number of participating retailers. All BA responsible for retailers and prizes need to be confirmed and communicated to Deanna by **Nov 14.**

create a landing page on gotahoenorth.com that includes the program description, contest rules and the complete list of participating retailers, and list of prizes on a landing page, segmented by districts and send the link to all BA by **Nov 20** (Deanna = lead). BA will post link on their websites by **Nov 23.** As retailers and/or prizes are added, they will be communicated to Deanna.

Contest Cards:

Need to create a QR code for the landing page by **Nov 2** to be included on contest card, flyer, and in print ads (who? – pick 1 person to handle)

Graphics, printing and distribution to BA of contest cards, flyer for retailer window/door and graphics for print ads **Nov 2-20** (who? – pick 1 person to lead).

Changes:

- Change design?

- have to spend \$25 to receive a sticker

- include QR code

- list only one url

- include all BA logos

- under rules: Drawing to take place in January 2013

- on back only need top three rows, change dollar value to \$25

- Update drop off locations

- Cards must be turned in by January 11, 2013

- Add place for zip code (so we can track where participants live)

- Add disclaimer about multiple cards per person are allowed once card is filled up with stickers

See draft budget for how many cards were printed and cost; estimate how many more are needed due to 6 BA versus 3 (however there were a lot left over last year)

Card graphics and printing handled by PrintArt last year (he gave us a “deal” on pricing)

Contest cards distributed to BA by **Nov 20**

Each BA to distributed to participating retailers by **Nov 23**

Stickers:

Order stickers (who? – pick one person to handle)

See draft budget for how many were ordered last year and cost; estimate how many more are needed due to 6 BA versus 3 and order more than enough – we don’t want to run out like last year – nightmare!

Order needs to be placed by **Nov 9** so that the stickers can be received by **Nov 20**

Stickers distributed to BA **Nov 21**

Each BA to distribute to participating retailers by **Nov 23**

Cheat Sheet for Frontline employees

Update and email PDF to all BA by **Nov 20** (who? Need one person to handle - Joy has last year’s that needs updating)

Distribution of Contest Cards, Stickers, Cheat Sheet and Flyers to participating retailers

Each BA is responsible for distribution of contest cards, stickers, cheat sheets and flyers by **Nov 23**

Marketing:

Nov 10 through mid January, each BA promotes to their association members / databases and announces results and drawing winners through their normal marketing channels; newsletters, email newsletters, social media, website, etc.

Send two emails to past participants announcing contest **Nov 14-16** and reminding of contest **Dec 6-11** (who? Pick one person)

Press release announcing the contest is written (approved by all BA) and distributed to local print media outlets and distribute a PSA as well **Nov 12-19** (who? – Joy has press releases used last year – pick one person to handle all three PRs / PSAs, see below)

Develop PDF Flyer (8.5 x 11) for participating retailer's windows, doors or counters done and emailed to BA by **Nov 20** (same person that's handling contest card graphics)
Each BA responsible for printing and distributing to their participating retailers.

Develop Advertising Plan **Oct 22-31** (who? Pick 2 people to lead)

The Weekly - NTBA has some trade in willing to offer
Moonshine Ink Nov 30-Dec 13 issue closes soon
Sierra Sun and Bonanza willing to do a "wrap" Nov 15-16
Community Pages – NTBA / TCDA / ICBA will promote Nov & Dec
Radio – should we do a buy? can we afford to?
Banners (one per district) – should we do? Can we afford to?

Execute Advertising Plan **starting Nov 1 through mid-Dec** (who? Pick 1 person to lead)

Press Release #2 written (approved by all BA) and distributed remind of program as people really begin to think about holiday shopping distribute by **Dec 10**.

Press Release #3 written (approved by all BA) and distributed after drawing to announce results of contest and drawing winners by **mid-January**

Collection of Completed Contest Cards and unused Stickers

Each BA responsible to pick up in their district on **January 11** at 5pm.

Tally of District's Results prior to meeting for drawing

Each BA responsible for tallying:

total cards turned
dollars spent (for 2013 – tally spending by district to track \$ by district?)
total participating retailers
number of undistributed cards
calculate average spending per card

Drawing

Schedule date, time and place for drawing to take place the **week of Jan 14** (who? pick 1 person)

A rep from each BA to attend drawing and bring list of prizes from their district

Prior to drawing, each BA to review contest cards to scan for "scammers" i.e. 14 cards turned in by same person

A rep from all BA Conduct drawing **week of Jan 14**

Each BA communicate winners names to person handling press releases by **Jan 18**

Each BA responsible for contacting the winners of the prizes from their district by the **week of Jan 21**

Each BA responsible for mailing prize certificates to winners from their district by **Jan 25**

Data Capture & thank participants

Each BA responsible for data entry of one sixth of contest cards collected by **Feb 15**

Email sent thanking for participation and announcing winners by **Feb 28** (who? Pick 1 person)

For 2013, look into app that could be used to replace or reduce the need for contest cards, stickers, etc.