



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, July 9th, 2015 – 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
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

Danny Cox
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

Ginger Karl
NLTRA

County Representative
Cadence Matijevec

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-**MOTION**
- D. Approval of the Meeting Minutes-**MOTION**
 - May 14th, 2015 (pgs. 1-4)
 - June 11th, 2015 (pgs. 5-7)
- E. Peak Your Adventures Re-Cap (pgs. 8-21)
- F. High Notes Re-Cap
-Co-Op Meeting Report
- G. 2015/2016 Shop Local & “Shopping” Product Discussion
-Next Steps
-Truckee Involvement
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. 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

Thursday, May 14, 2015 – 3 pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stephen Lamb, Stacie Lyans, Rob Weston, Blane Johnson, Amber Burke, Danny Cox, Joy Doyle, Ginger Karl

NOT PRESENT: Cadence Matijevich, Michael Gelbman, Jaclyn Woznicki, Kay Williams, Mike Young

STAFF IN ATTENDANCE: Sandy Evans Hall, Valerie Lomeli

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum at 3:07 pm

B. Public Forum

- Rob Weston informed the Committee of the Opening Night at the Donner Museum on June 5th. On June 6th at 11 am will be a ribbon cutting

C. Agenda Amendments and Approval

M/S/C (Amber Burke/Stacie Lyans) (9/0/0) Approval of agenda amendment, moving item J to the first topic of discussion, and adding in item F for discussion of Tahoe City Downtown Association funding for 4th of July Fireworks and all other items will be shifted down

D. Approval of the Meeting Minutes

M/S/C (Joy Doyle/Stacie Lyans) (9/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for April 9, 2015

E. 2014/2015 Marketing Grant Presentation-Northstar \$10,000

- Danny gave a short presentation for Northstar's grant request. Their requested amount of \$10,000 is the same amount that was requested last year, 2013/14. Current fiscal year 2014/15 grant request is to re-produce the Northstar magazine that was distributed in the North Lake Tahoe area. In addition the money will primarily be used towards additional marketing opportunities to help bring in additional guests

M/S/C (Caroline Ross/Stacie Lyans) (6/0/3) Motion to Approve Northstar Grant of \$10,000 for the current fiscal year 2014/15 for additional advertising for events at Northstar

F. Fireworks Funding Request –

- Stacie gave a small talk about any ideas or assistance of partnership funding and any suggestions that BACC committee may have for this year's fourth of July Firework funding assistance
- Committee suggested Stacie reach out to Judy Laverty, North Lake Tahoe Resort Association Special Events Coordinator, for additional funding or sponsorship

Action for Stacie Lyans to reach out to other sub-committees and organizations for assistance in funding for the 4th of July Fireworks

G. 2014/2015 Marketing Grant Presentation-Squaw 2014/15

- Caroline went over 2013/2014 grant request and how the money was spent. For this year's grant request for 2014/15, a portion will be used to print more seasonal maps and the rest of the remaining amount will be used as a media buy for paid search words for current events and lodging for summer of 2015

M/S/C (Joy Doyle/Rob Weston) (8/0/1) Motion to Approve Squaw Grant of \$10,000

H. Touch the Lake Contest Re-Cap

- The final winner for the "Touch the Lake" contest was picked and majority of the winners were locals which was great to hear how much local support the program was receiving
- Committee requested if the photos of "Touch the Lake" contest are assets of the BACC, Ginger responded to the Committee that she would reach out to Abbi Agency and find out

Action to Ginger: Will talk to Abbi Agency to see if we could get more photography assets

I. 2015/2016 BACC Programs Funding Request

- High Notes, Peak Your Adventures, Touch the Lake funding was approved by the Marketing Committee, all in the same amount of \$20,000 to each campaign
- Ginger informed the Committee of the retainer fees and how Abbi Agency could help lower the retainer fees for the BACC

Action to Abbi Agency: Committee requested, Abbi Agency to break down the marketing cost for each individual campaign

Action to JT and Abbi Agency: How can the BACC Committee save in marketing cost, how much is the BACC Committee spending and negotiating for a cut back in marketing fees for all NLTRA programs

J. 2015/16 Shop Local Marketing Request Discussion

- **Marketing Committee Direction & \$20K Initial Budget Request**
 - Ginger went over the BACC grant presentation that was given at the Marketing Committee and the direction the Marketing Committee recommended for the Shop Local program. The recommendations included:
 - Incorporate feedback from the Committee members
 - Self-Sustaining program
 - If the Shop Local program request is final seed money?
 - Would not like the BACC to ask for additional funding, rather prefer the BACC work on a "shopping" product for North Lake Tahoe, that may include video testimonials and videography
- **Shopping Graph from Sub-Committee Meeting Included**
 - Assets for Shop Local would be, the Business Associations buying-in, businesses being charged for the holiday contest, and kit sales
 - Visitor shopping experience would be; social media, video, PR, shopping map, shopping guide, and videos will highlight what North Lake Tahoe has to offer as unique hand-made items. With the items listed above, will help promote website traffic to the Go Tahoe North website for promotion of the Shop Local product

- **New Budget will be for up to \$10K Shop Local Seed Money Request**
- **Current Year-Round Program-\$1,025 Spend Approval**
 - Ginger addressed the Committee on how to spend the remaining \$1,025 to be used on product specific collateral such as videography, GoPro time lapse videos, testimonials from the artisans and photography assets at the Made in Tahoe event on May 23rd and 24th
 - Committee to make a vote on videographer by email for the Made in Tahoe event by 5/15/15, Committee was unable to watch the video due to technical difficulties

Action from Committee: BACC Committee agreed to use the \$1,025 of remaining funding to be used for photos and videography

Action for Committee: Vote to be made on videography on 5/15/15

M/S/C (Caroline Ross/Joy Doyle) (9/0/0) Motion to spend the surplus of \$1,025 towards photography and video assets, for Shop Local and the Shopping campaign over Memorial Day weekend

- **Merchandising Options**
 - Ginger addressed the Committee of suggestions for spending the \$4,755 on merchandise, such as, recyclable shopping bags and hats ranging from \$6.50-\$8.00. Hats will cost \$6.25. The Shop Local program will profit. All products will be purchased from local retailers and delivered like the Shopping kits
 - Committee requested possibly purchasing bags from an outside source, but have a local company screen-print Shop Local logo
 - Committee agrees to use \$2,500 towards merchandise and no motion will be made

Action for Ginger: Request for new budget to have a C column, operation and revenue column. Revenue needs to equal the operating column; updated budget will be emailed to the Committee for approval

Action for Ginger: Find a cheaper price for bags and a local printing company to print the bags

Action from Committee: Agree to use up to \$2,500 of the budget towards merchandise

- **Truckee Involvement**
 - Ginger went over the Truckee and Incline Village involvement in Shop Local
 - Request from BACC Committee to request another ask of matching funding for Shop Local, until the program is sustainable
 - Then Truckee and Incline would be asked to pay the same amount as the Business Associations buy-in each year after

Action to the Town of Truckee and Incline: BACC Committee requested both Truckee (3 entities) and Incline to contribute the same amount they contributed for this fiscal year, and from that point on, they'll be recognized as a Business Association

- **Suggested Budget for \$10K "Shopping" Product**
 - Committee agreed to request up to \$10,000 from the Marketing Committee and all agree to incorporate the \$2,500 for merchandise in the updated budget
- **Shop Local Presentation Development - Offline**
- **Questions and Comments from Committee**

- Sandy addressed the Committee that the website is missing a shopping product and the website doesn't direct visitors to shopping and is all recreational, at this current time

K. Committee Member Reports/Updates from Community Partners

- Ginger informed the Committee of the North Lake Tahoe Chamber raffle contest for Surf Air, two free flights, winner will be chosen at the June 16th Chamber Mixer at The Village in Squaw Valley
- Caroline informed the Committee of the Made in Tahoe event on May 23rd & 24th at The Village in Squaw Valley
- Stacie informed the Committee on May 28th the TCDA is having a Tahoe Gal fundraiser
- Amber informed the Committee of Northstar's Golf Course opening up Friday, May 15th. On Friday May 22nd the Bike park at Northstar officially opens
- Joy informed the Committee on Saturday, June 6th of Cleanup day in, Tahoe City, Kings Beach, Carnelian Bay and Crystal Bay

L. Adjournment

4:32 pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, June 11, 2015 – 3:00pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Caroline Ross, Stephen Lamb, Stacie Lyans, Blane Johnson, Amber Burke, Michael Gelbman, Cadence Matijevich, Ginger Karl

STAFF IN ATTENDANCE: Sandy Evans Hall, Valerie Lomeli

OTHERS IN ATTENDANCE:

- A. **Call to Order - Establish Quorum at 3:04 pm and no quorum was established**
- B. **Public Forum - None**
- C. **Agenda Amendments and Approval - None**
- D. **Approval of the Meeting Minutes - None**
- E. **July Meeting Time Change**
 - Committee agreed to move July 9th meeting time to 2 pm, all other dates and times to remain the same

Action for Ginger: Email Committee of time change for July 9th meeting

- F. **Special Event Grant Presentation Dates**
 - Ginger went over grant presentation dates:
 - Call for grants will be August 17th
 - Deadline for grants to be returned to the BACC, September 18th
 - Presentations will be presented on September 30th at 9:00am
 - \$55,000 of grant money to approve
 - Fiscal year for the current Special Event Grants is July 1st – June 30th
 - Sub-committee will meet on October 1st at 2:00pm to choose grantees

- G. **High Notes Re-Cap**
 - Ginger went over High Notes, few items included:
 - Ginger informed the committee of High Notes needing approval by the Co-Op committee. The Co-Op will discuss all marketing material for High Notes at their June 22nd meeting, as well as how to merge the old and new High Notes campaigns.
 - All marketing material and social media campaigns will be on hold until new direction from the Co-Op committee is provided

Action for Ginger: To email BACC committee of what comes out of the Co-Op committee on June 22nd

H. **Peak Your Adventures Re-Cap**

- Ginger went over Peak Your Adventure campaign, few items included:
 - The updated hashtag for the program, #MyTahoeAdventure and #TahoeNorth
 - Jeff Freeman Photography has been hired to coordinate a photo shoot that will be taken at Northstar
 - The Traveling Peaks component will be a frame that tourists could stick their heads in a hole. The frame would live at Northstar from June to July and Squaw Valley from August to September.
 - Committee had questions regarding the prototype and provided suggestions/ideas for another prototype be created for approval
 - Background could have multiple backdrop options: Hiking, climbing, biking, or SUP
 - Background could possibly be re-changeable and be a wooden piece for stability
 - 55 photo entries in the first nine days, 52 uses of #MyTahoeAdventure, and 381 visitors who've entered the contest

Action for Ginger: To email Abbi Agency with the Committees suggestions

I. **2015/16 Shop Local & "Shopping" Product Discussion**

- Ginger informed the Committee of Ambera with silent A photography's assistance with taking photos for The Made in Tahoe event and Shop Local website. Ginger asked the Committee if the funding currently received could pay for the work Ambera provided, and potentially add Ambera to the future budget
 - Committee agreed to pay Ambera for her work with Shop Local and the Made in Tahoe event. As long as Ambera provided a proposal and cost of services. Payment will be paid in the new fiscal year, July 1st
- Ginger asked the Committee if they knew of any places where the Shop Local program can be presented
 - Amber and Caroline will coordinate appointments, for Ginger to present the Shop Local program
 - Mike suggested Ginger reach out to the Truckee Chamber
- The following items will need to be accomplished per direction of the Marketing Committee: stories and testimonials from local business owners of their unique shopping products, gaining more photos and video, increasing paid SEO searches, creating media sponsor packages, producing merchandise, deals and promotions tab for the website. Ginger would like to know which items should be completed first:
 - Committee agreed merchandise should be the primary focus. The merchandise could potentially be sold at Chamber Mixers, NLT Visitor Center, and sold to Shop Local participants, who'll pay wholesale price
 - Ginger requested a few Committee members assist Ginger with creating the merchandise product, along with assistance in creating a media sponsor package
- Ginger asked the Committee if she could use the remaining balance of \$350 for marketing the Shop Local campaign via Facebook. Committee agreed with the direction

Action for Ginger: To reach out to Ambera for her to submit a proposal/budget

Action for Amber: To reach out to her contact in Colorado

Action for Ginger: To report back to the Committee of the Facebook push

J. **Committee Member Reports/Updates from Community Partners**

- Stacie informed the Committee of Tahoe City upcoming events: Farmer's Market at Commons Beach will be on June 18th. On June 19th the Tahoe City Solstice Three day Festival begins. Concerts at Commons Beach will begin on June 21st – September 6th

- Amber informed the Committee of Tough Mudder that will be held at Northstar on June 13th-14th. USA Cycling will begin on June 24th – 28th.
- Caroline informed the Committee of Squaw Valley's Tuesdays Bluesdays starting June 16th thru September 8th. On July 1st free Yoga Squaw'd will be held every Wednesday, until August 28th. Motors in the Mountains will be held on 4th of July.

K. Adjournment
4:16 pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



Peak Your Adventure May – June 2015 Recap

Digital Engagement



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General Campaign Coordination

Items coordinated by The Abbi Agency in May & June:

- Development and approval of campaign plan and budget
 - Update of hashtag to #MyTahoeAdventure
 - Other suggestions for new focus areas for 2015 campaign
- Outreach and coordination with North Lake Tahoe resorts
 - Calls with marketing teams at Squaw Valley, Northstar California and Sugar Bowl Resort
 - Campaign explained and individual elements discussed
 - Photo assets and itinerary lists coordinated
- Photography coordination with local photographer
 - Jeff Freeman contacted
 - Photography to be more authentic and family friendly
 - Coordination of photo shoot at Northstar California and other logistics
 - Photo shoot executed on July 1 at Northstar California



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Creative Development



The Abbi Agency updated all design concepts from 2014 campaign

- Modified look of “peaks”
- Worked to stay consistent with overall North Lake Tahoe branding

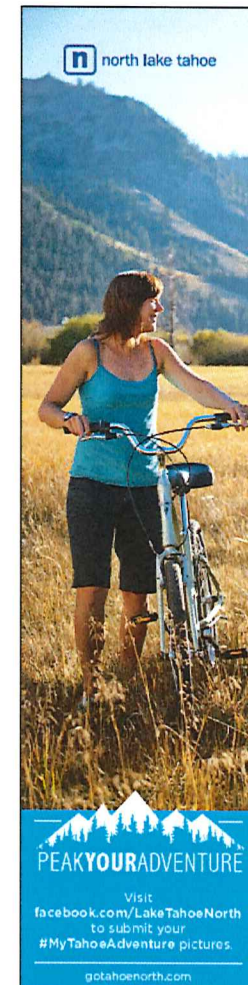
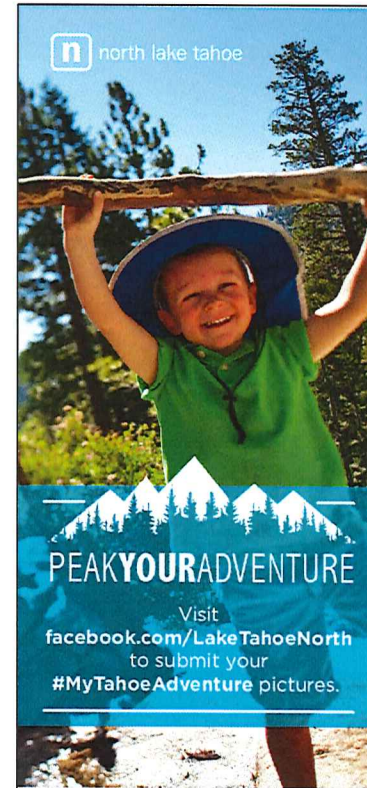




Media Buys

Four campaign media buys

- Each buy coordinated, designed and placed by The Abbi Agency
- Publications for design:
 - Getaway Reno-Tahoe
 - NLTRA Visitor Guide
 - LocalVision Screens
 - 101 Fun things to do at Lake Tahoe this Summer





June Photo Contest

The #MyTahoeAdventure photo contest engages with audiences in the Lake Tahoe and regional areas to reach visitors and tourists alike and encourage them to visit specific resorts for summertime activities. The first contest is focused on gaining awareness for the campaign's new hashtag, #MyTahoeAdventure, and to familiarize the public with the campaign.

June prize and featured resort:
Sugar Bowl Resort

PEAK YOUR ADVENTURE IN NORTH LAKE TAHOE TO WIN! **#MYTAHOEADVENTURE**

[ABOUT THIS CONTEST](#) [VIEW ENTRIES](#) [WINNERS](#) [SUBMIT AN ENTRY](#)

PEAKYOURADVENTURE...
this summer in the mountains of North Lake Tahoe! Whether you bike, hike, or just take in the view, snap a picture and upload it to this tab or post on Twitter or Instagram with the hashtag #MyTahoeAdventure for the chance to win.

Some of North Lake Tahoe's finest dining, shopping, activities and scenery is at your fingertips this summer at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort!**

The Prize
The owner of the winning photo will receive a \$200 package to North Lake Tahoe. One photo will be selected as the winner and announced on July 3.

The Rules
Photos must be taken at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort** and grab your pictures. Photos must be non-offensive and tasteful and must be the property of the person(s) submitting. Photos must be taken and submitted between June 1 and June 30, 2015.

[SUBMIT AN ENTRY](#) [VIEW ENTRIES](#)



June Results by the Numbers

144 Photo Entries

223 Hashtag Uses

5,847 Campaign Engagements

154,115 Campaign Impressions



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Results by Channel*

Facebook Data

- Paid Campaign Impressions: 50.1k
- Total Number of Likes: 91,339*
- Gained During Campaign: 912*
- Gender Demographic : 58% female; 42% male*
- Total Impressions: 1.7m*
- Total Shares and Likes: 18.7k*

Twitter Data

- Campaign Impressions: 25.9k
- Campaign Engagements: 142
- New Followers: 329*
- Link Clicks: 1,012*
- Gender Demographic: 41% female, 59% male*
- Total Mentions: 102*

Instagram Data

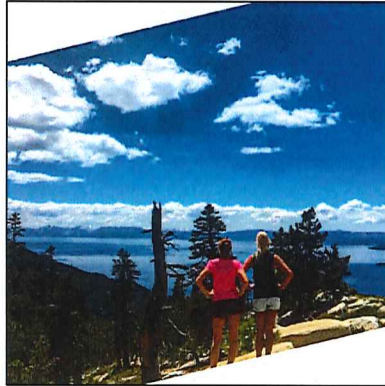
- Total Campaign Likes: 3.8k
- Total Photos with #MyTahoeAdventure tag: 223
- New Followers: 1.2k*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the June 1 – 30 contest.



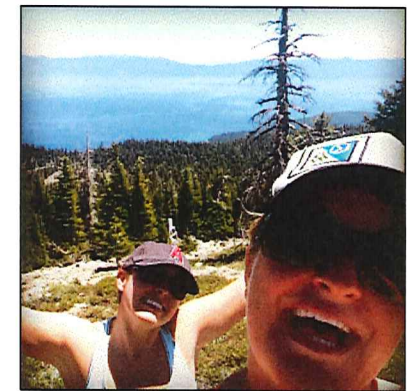
June Contest Finalists



@nneal6
Diamond Peak Resort



@wompers
Five Lakes, Squaw







@stephaniedeez
Ellis Peak Trail



@rachelcarr12



@wolffbird7
Squaw Valley

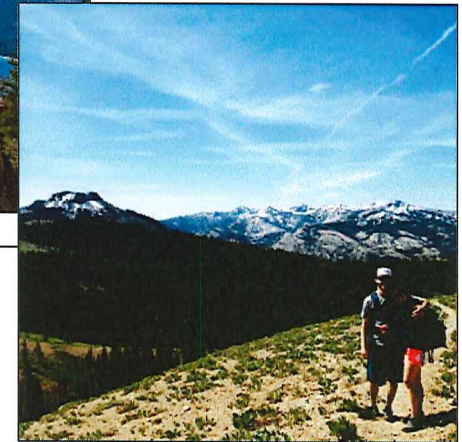
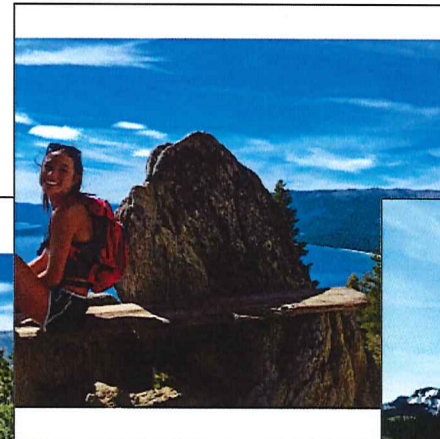
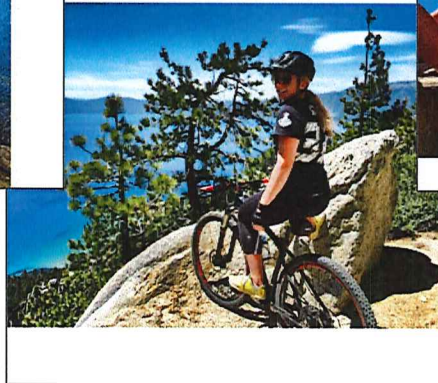
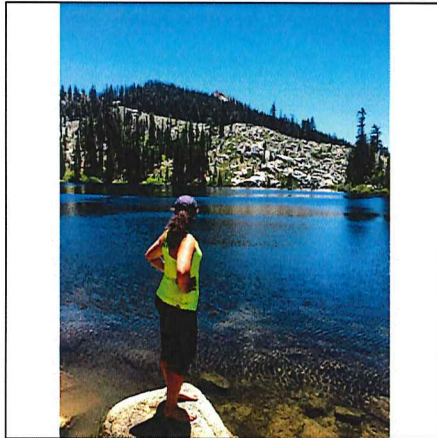
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June Contest Results

Contest duration: June 1 – 31

- 144 photo entries
- 223 uses of #MyTahoeAdventure
- 2,308 visitors to contest tab
- 154,115 total contest impressions



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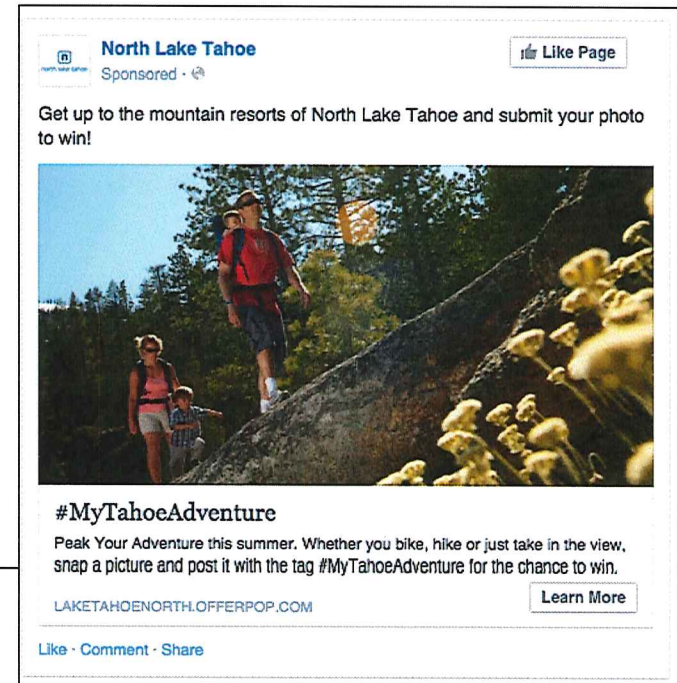
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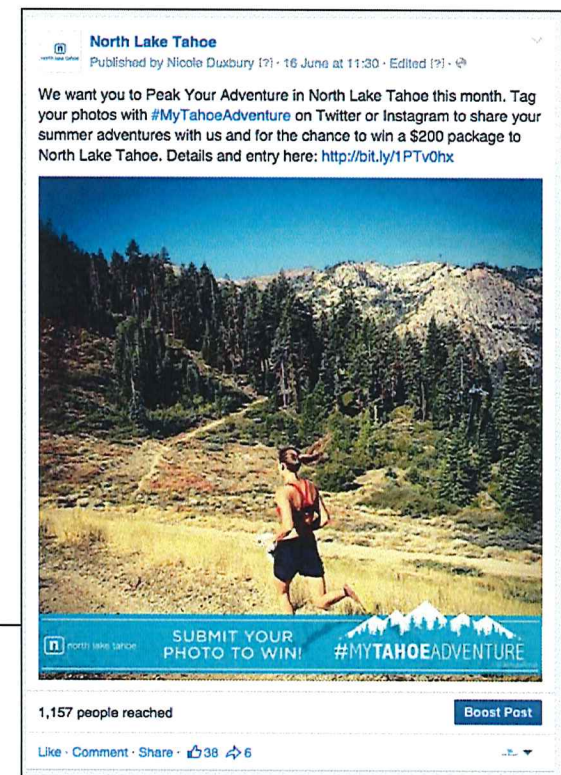
Campaign ads have been created, targeted and launched for June social contest

- Creative developed for Facebook and Twitter ads
- Targeted regionally to reach locals and visitors
- June Results:
 - 55,837 Impressions
 - 722 Clicks



Weekly posting on North Lake Tahoe social outlets

- Posts developed for all North Lake Tahoe social channels
- All posts targeted to regional audience
- Post frequency:
 - One post per week on Facebook
 - Two posts per week on Instagram
 - Four posts per week on Twitter



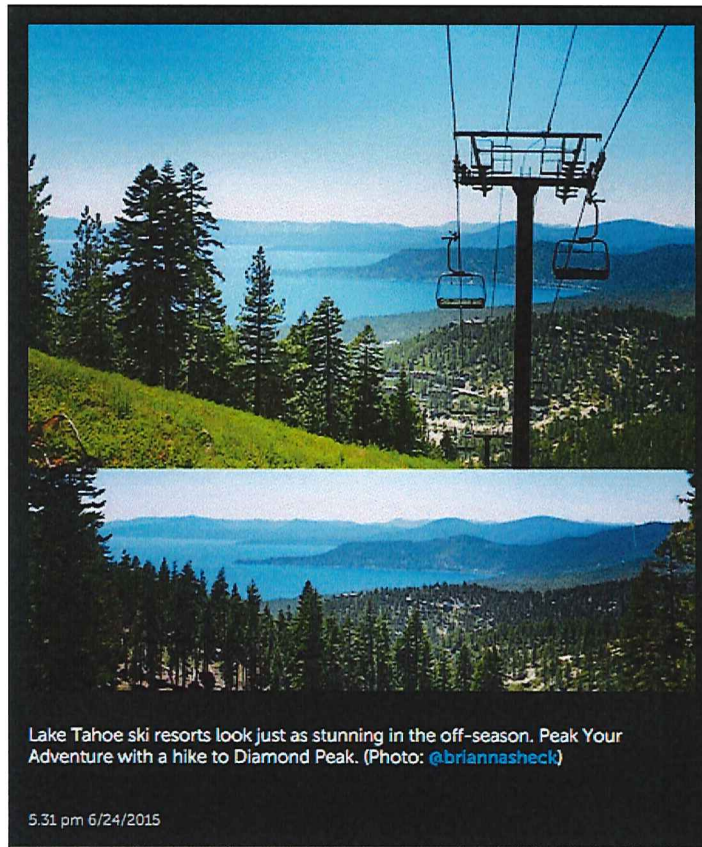
Post Highlights


 A screenshot of a Facebook post from the page 'North Lake Tahoe'. The post text reads: 'We want you to Peak Your Adventure in North Lake Tahoe this summer. Submit your #MyTahoeAdventure photos for the chance to win a \$200 package to North Lake Tahoe. Entry and details here: <http://bit.ly/1PTv0hx>'. Below the text is a photograph of a hiker on a trail in a forest. At the bottom of the photo is a blue banner with the text 'SUBMIT YOUR PHOTO TO WIN! #MYTAHOEADVENTURE'. Below the photo, it says '13,624 people reached' with a progress bar and a 'View Results' button. At the bottom of the post, it shows 'Unlike · Comment · Share · 567 8 51'.

Facebook Post, June 8

- Impressions: 13,624
- Likes: 601
- Comments: 12
- Shares: 52

Post Highlights



Instagram Post, March 26

- Impressions: 7,455
- Likes: 712
- Comments: 12



Thank You



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