



north lake tahoe

Chamber | CVB | Resort Association

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

Thursday, June 11th, 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

Danny Cox

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-MOTION
- D. Approval of the Meeting Minutes-MOTION (pg 1-4)
 - May 14th, 2015
- E. July Meeting Time Change
- F. Special Event Grant Presentation Dates
- G. High Notes Re-Cap (pg 5-11)
- H. Peak Your Adventures Re-Cap (pg 12-22)
- I. 2015/2016 Shop Local & “Shopping” Product Discussion
 - Approved Budget (pg 23)
 - Truckee Involvement
- J. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- K. 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



High Notes

May – June 2015 Recap

Digital Engagement



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Items coordinated by The Abbi Agency in May:

- Development and approval of campaign plan and budget
 - Brand definition identified as focus point for campaign
- Photography coordination with local photographer
 - Silent A Photography contacted and coordinated with
 - Photography to be family friendly
 - Amberra will shoot photos at Bluesdays, Retro Skate Night, Music on the Beach and Concerts at Commons Beach to provide for the campaign
- Video coordination with local videographer
 - Ryan at Rotor Collective contacted and coordinated with
 - Video to be family friendly, incorporate drone footage at beach if possible
 - Ryan will shoot video at Bluesdays, Retro Skate Night, Music on the Beach and Concerts at Commons Beach in one week and will provide five (5) total videos for the campaign



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Creative Development



The Abbi Agency developed an overall visual branding for 2015 campaign, including:

- Logo
- Fonts
- Schedugraphic



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Five campaign media buys

- Schedugraphic developed for Media Buys and posters
 - Coordinated with individual events
- Each buy coordinated, designed and placed by The Abbi Agency
- Publications for design:
 - Getaway Reno-Tahoe
 - NLTRA Visitor Guide
 - Tahoe Magazine
 - LocalVision Screens
 - 101 Fun things to do at Lake Tahoe this Summer



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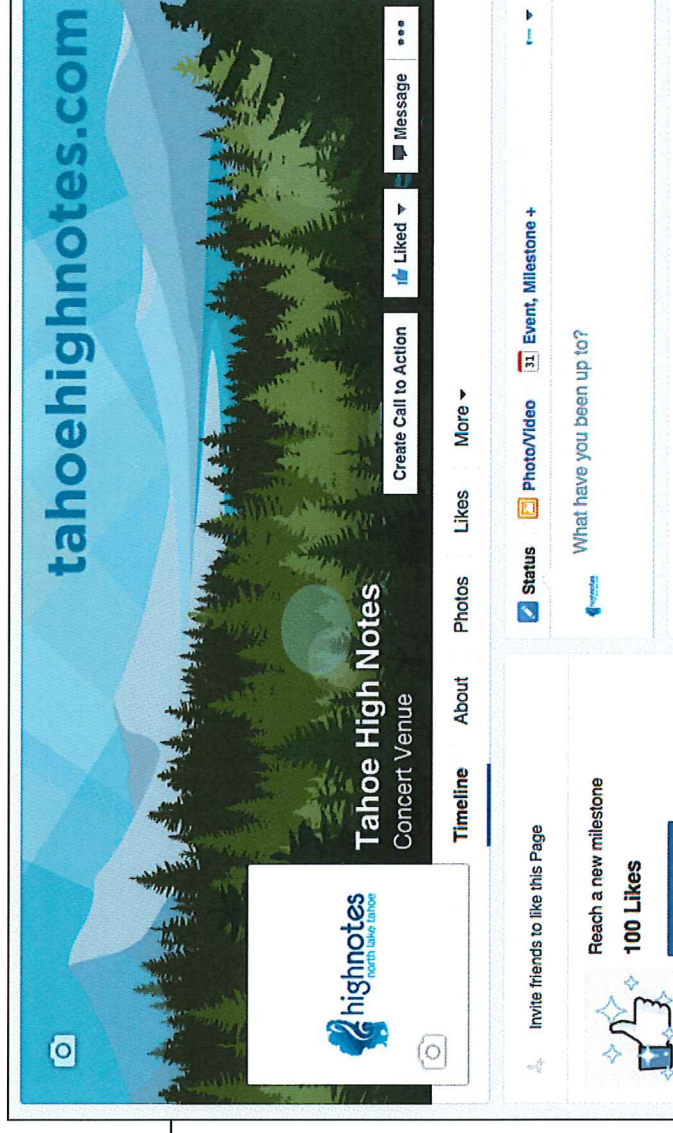
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Facebook page created for Tahoe High Notes

- Information updated
- Posting information collected from individual events
- Events will be promoted through page regularly throughout the summer



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Next Steps & Ongoing Efforts

Remainder of June:

- Rack Card & Poster Developed and Printed
- Facebook posts populated and launch other social media accounts
- Ongoing coordination with photography & videography
- Social Media Ad Campaign launched
- Potential Instagram Takeovers coordinated
- Ongoing PR Outreach and event calendar placements as possible
- Launch of summer long social media photo contest

July:

- June Recap
- Continued social media posting and ads



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Peak Your Adventure May – June 2015 Recap

Digital Engagement



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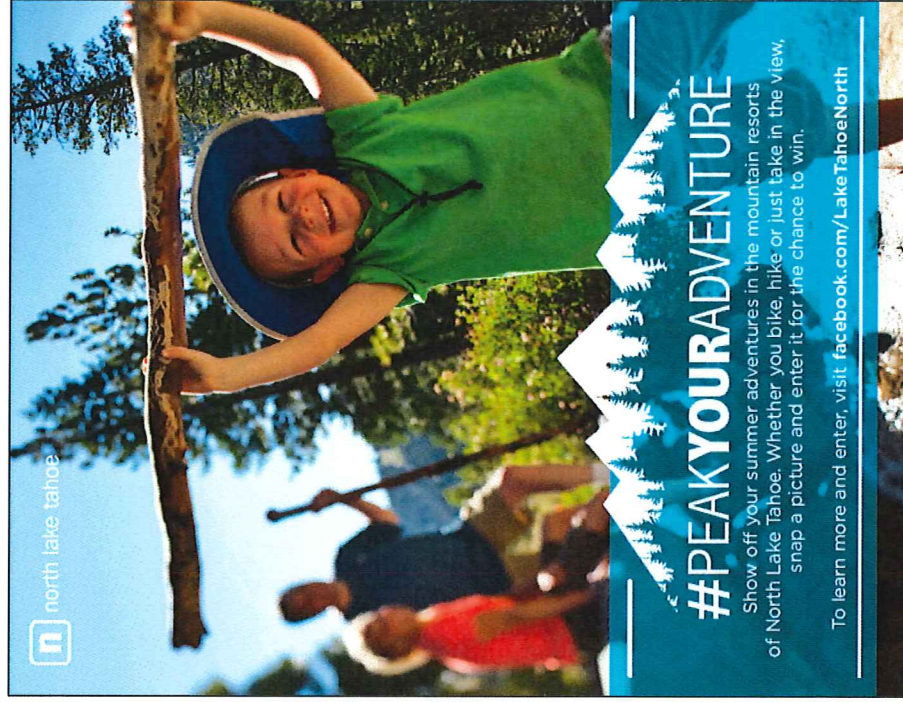
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Items coordinated by The Abbi Agency in May:

- 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

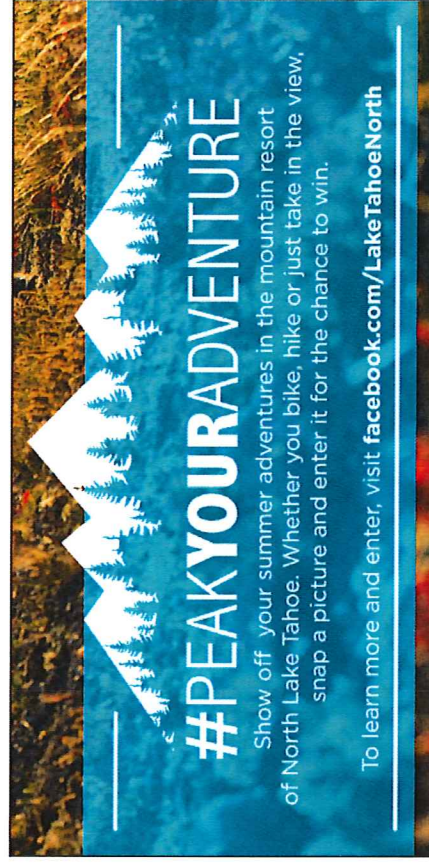


Creative Development



The Abbi Agency updated all design concepts from 2014 campaign

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

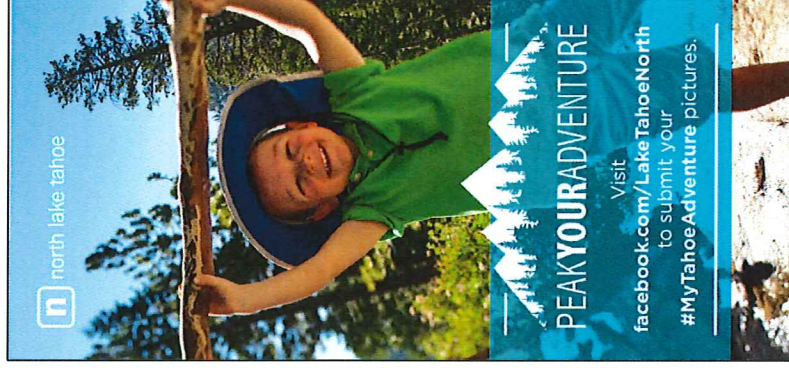




Media Buys

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



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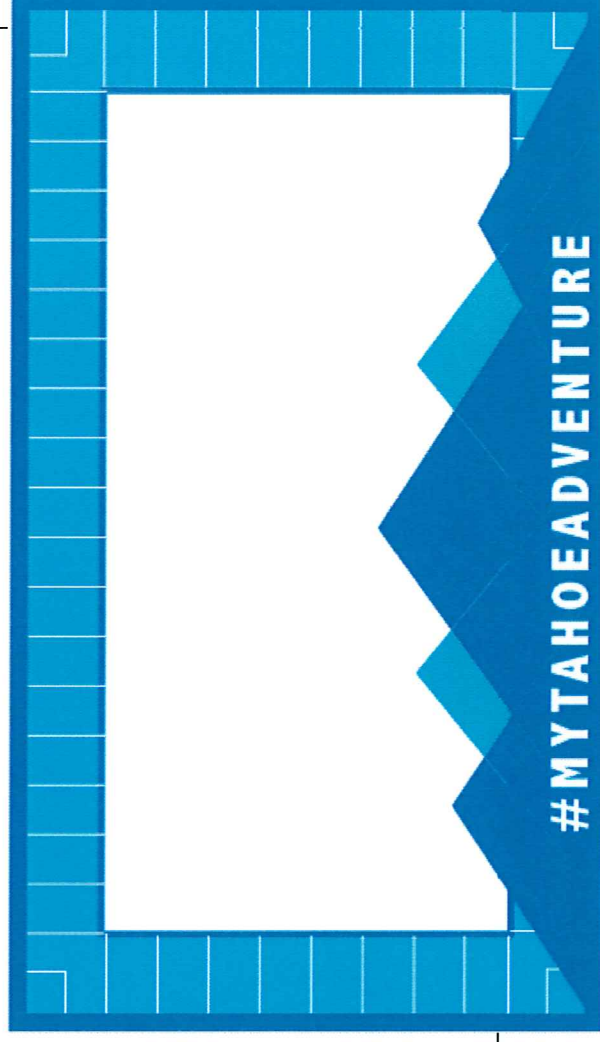
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Physical “Traveling Peaks” Component

- Developed concept and creative design of peaks frame
- Coordinated with resorts to determine logistics
 - Frame will live at Northstar California in June – July and Squaw Valley in August – September



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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 Photo Contest

north lake tahoe

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](#)



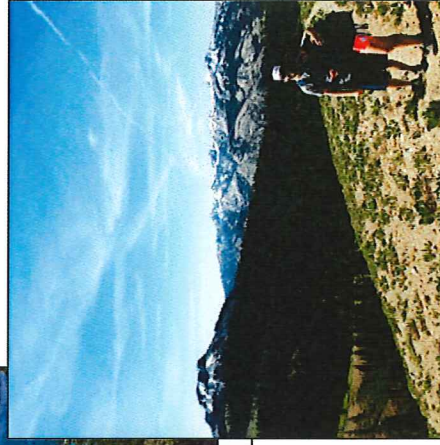
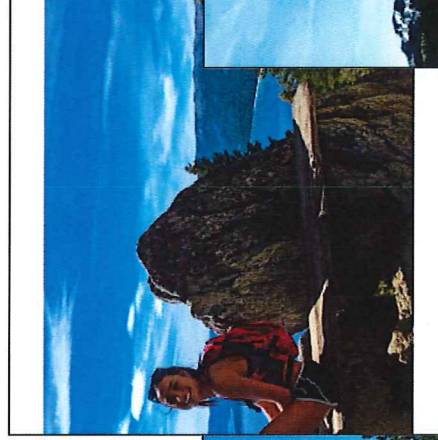
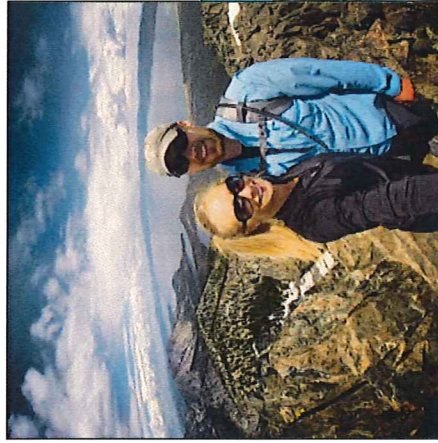


June Contest Results To Date

Contest duration: June 1 – 31

In the first 9 days of the campaign, it has garnered:

- 55 photo entries
- 52 uses of #MyTahoeAdventure
- 381 visitors to contest tab



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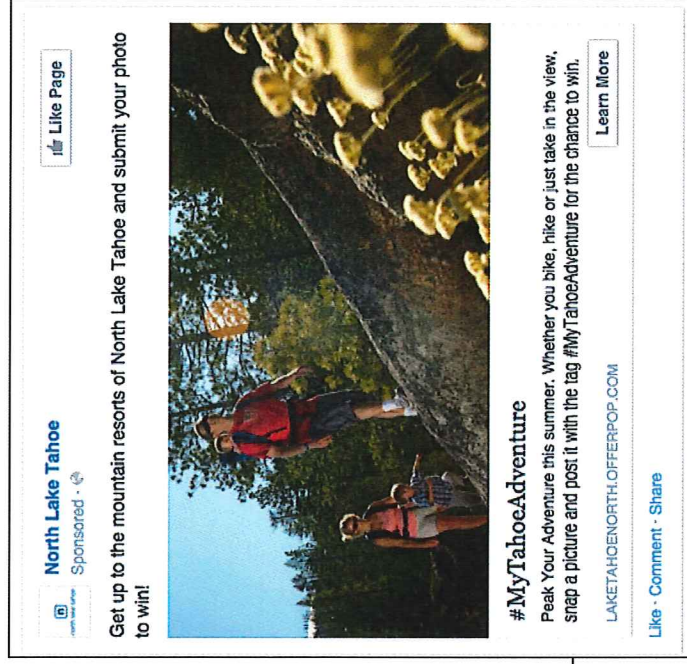
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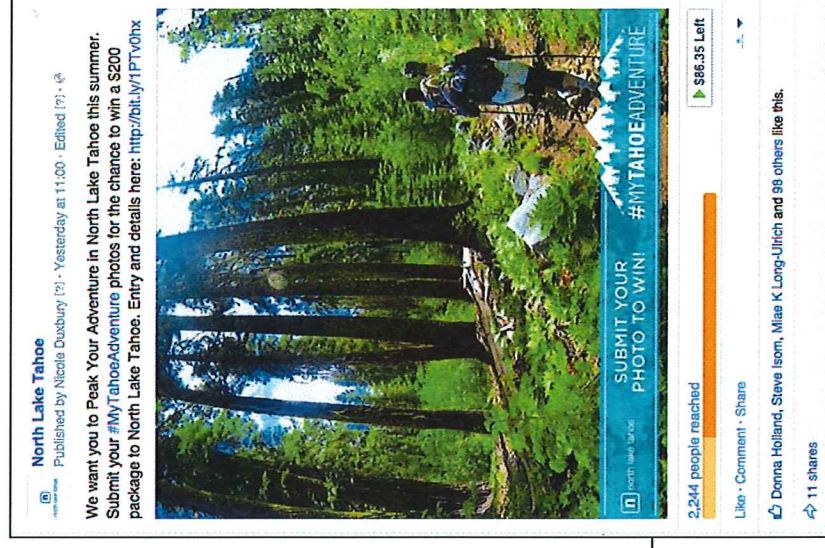
Campaign ads have been created, targeted and launched for June social contest

- Creative developed for Facebook and Twitter ads
- Targeted regionally to reach locals and visitors
- Accumulated results to date:
 - 11,615 Impressions
 - 118 Clicks



Weekly posting on North Lake Tahoe social outlets

- Posts have been 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



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Next Steps & Ongoing Efforts

Remainder of June:

- Rack Card and Poster designed and printed for regional promotion
- Activity Itineraries designed and distributed for Squaw Valley and Northstar California
- Creation of Traveling Peaks and delivery to Northstar California
- SnapChat filter design finalized and geotargeting set up
- Design and printing of signs to live at High Notes events
- Continued contact with photographer and resorts for ongoing coordination
- Sample posts for partners to promote campaign created and distributed

July:

- Launch of social media photo contest
- Update of social media posts and ads
- Recap of June campaign efforts



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NLTRA
Shop Local Program Budget 2015-16
2014/15 Actuals vs. 2015/18 Budgets

	Actuals 2014-2015	Budget 2015-2016	Budget 2016-2017	Budget 2017-2018
<i>Revenues:</i>				
Profit Carryforward from Previous Year		\$ 6,001	\$ 5,772	\$ 4,523
Marketing Funding	10,000	8,750		
Incline & Truckee Contributions	3,000	2,550		
Business Association Contributions		1,250	2,500	2,500
Business Kit and Sticker Sales	1,755	1,500	1,500	1,500
Merchandise Sales (Hats, Bags, etc.)		1,000	3,000	2,000
Holiday Contest Fees		2,750	3,000	3,250
	14,755	23,801	15,772	13,773
<i>Expenses:</i>				
Website Hosting & Content Mgmt	1,500	175	175	175
Business Kits (100)	2,475	845	845	845
"Love" Stickers refills (2,000)		1,120	1,120	1,120
Merchandise Inventory (Hats,Bags,etc.)		3,500	1,025	1,025
Sub-Total	3,975	5,640	3,165	3,165
<i>Holiday Contest:</i>				
Grand Prizes (trip + \$300 cash)	1,300	1,300	1,300	1,300
Contest Card Printing (12,500)	700	1,100	1,100	1,100
Creative-Graphics	345	200	200	200
Contest Card Sticker Dots (8-10K)	372	100	100	100
Contest Advertising (print, radio & social)	1,312	1,300	1,300	1,300
Sub Total of Holiday Contest	4,029	4,029	4,029	4,029
<i>Advertising to Businesses:</i>				
Direct Mail Postcard to Members		1,055		
Outreach Campaign		1,000	1,000	1,000
Radio				
<i>Advertising to Consumers:</i>				
Video		2,000	1,000	1,000
Photography		1,500	1,000	500
Print				
1000 "Love" Stickers Giveaways		555	555	555
Radio				
Public Relation				
Social Media	500	1,500	500	500
Banner + Graphics	250	750		
Sub-Total of Advertising	750	8,360	4,055	3,555
Sub Total of Program	\$ 8,754	\$ 18,029	\$ 11,249	\$ 10,749
Profit on Program	\$ 6,001	\$ 5,772	\$ 4,523	\$ 3,024

M. Sabella/G. Karl

/Accounting & HR/Membership/