



north lake tahoe

Chamber | CVB | Resort Association

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

Wednesday, March 13, 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>Business Association and Chamber Collaborative Members</p> <p><u>NLTRA Board:</u></p> <p><i>Kaliopé Kopley Eric Brandt</i></p> <p><u>Committee Members:</u></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><u>County Representative</u> <i>Dave Snyder</i></p> <p><u>Quorum</u> <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 (Motion)</p> <ul style="list-style-type: none">• January 9, 2013 Meeting Minutes <p>E. CEO Update – Sandy Evans Hall (5 minutes)</p> <p>F. Special Events Grants Update – Judy Laverty</p> <p>H. TCDA 2012-13 Community Marketing Grant Presentation – Steve Hoch (Motion)</p> <p>I. Opening Day at the Lake Update- Kay Williams</p> <p>J. Discussion: Events Calendar collaboration, VG/Map revisions</p> <p>K. Committee Member Reports/Updates from Community Partners (5 minutes)</p> <p>L. Adjournment</p>
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This meeting site is wheelchair accessible

Posted and Emailed-3/8/2013



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, Jan 16, 2012 – 9:00 am

Tahoe City Visitor Information Center

PRELIMINARY MINUTES

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

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

OTHERS IN ATTENDANCE: Pettit Gilwee, David Greenleaf, Marynell Hartnett, Christine Hovarth

A. Call to Order - Establish Quorum

The Membership Advisory Committee meeting was called to order at 9:15 am by Kay Williams and a quorum was established.

B. Public Forum

There were no public forum comments.

C. Agenda Amendments and Approval

The agenda was approved by acclamation.

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

M/S/C (Hoch/Sharp) (6-0-0) to approve the Membership Advisory Committee minutes of October 10, 2012 and November 14, 2012.

D. Sandy Evans Hall gave the CEO Update. She outlined the 2013 North Lake Tahoe Chamber/CVB/Resort Associations strategic goals. Some of the new items were a possible wedding focus and a possible sports committee.

E. Judy Laverty gave a Special Events Grants update. In this second round the application process will begin on February 1, and the application deadline will be February 22. On March 15 the grant presentations will be given to the Event Task Force and on March 26 the Task Force will recommend to the Marketing Committee for approval. The Board of Directors will hear the presentation for approval on April 3.

F. Deanna Frument gave the Shop Local update. Immediately after the meeting a Shop Local meeting will be conducted to tally up the revenue earned and cards turned in, and to do a raffle to choose the winners. Each member will be responsible for distributing the prizes to the winners in their district.

G. West Shore Association(WSA) 2012-13 Community Marketing Grant Presentation – Kay Williams

- The WSA has requested \$10,000 in Community Marketing Grant money to produce a new brochure for distribution by Certified Folder Display. From the 2013 grant monies \$2,000 will be used for the Brochure plus a \$4,474 carryover from 2011 & 2012 grants.
- \$1,000 of the 2013 Community Marketing Grant will be used for website updates for the grant funded events web pages.

- The Following Events will be funded through the Community Marketing Grant:
 - Olympic Heritage Celebration (\$3,000)
 - Opening Day at the Lake (\$3,000)
 - Big Band in the Park (\$1,500)
 - June Seaplane Fly In (\$1,500)

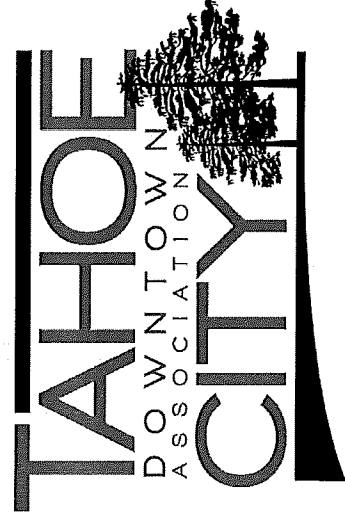
M/S/C (Doyle/Hoch) (5-0-1 abstention Williams) to recommend the allocation of the Community Marketing Grant to the WSA.

- H. Discussion: Opening Day at the Lake and other Membership Events
 - Deanna Frumentti detailed the membership events the North Lake Tahoe Chamber/CVB/Resort Association will be holding in 2013.
 - Kay Williams discussed that the Sea Plane Fly-In being moved to June, so that will not be part of Opening Day at the Lake. She also emphasized that we need to communicate in some way that the Lake officially opens Memorial Day weekend.
 - A separate committee was created to discuss the possibilities of what we could do collaboratively to promote Opening Day at the Lake. The committee is composed of Joy Doyle, Steve Hoch, Kay Williams, and possibly Mike Young.
- I. Committee Member Reports/Updates from Community Partners
 - Kay Williams encouraged the committee to come to the Olympic Heritage Celebration pageant dancers on Saturday. Native American dancers will be performing a snow dance in front of Fanny Bridge.
- J. Adjournment
 - The meeting was adjourned at 11:30am

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

NLTRA Community Marketing Grant TCDA 2012 Review & 2013 Proposal

March 13, 2013



TCDA 2013 Objectives

- Execute Critical Mass Of Successful & Profitable Events and Initiatives
- Reinvigorate and Expand Membership
- Develop and Grow Sponsorships
- Build and Develop Volunteerism and Participation (including advocacy and non-profit partnerships)
- Reinforce, Grow and Diversify Financial Foundation

2012 TCDA Marketing Grant Review

<u>Item</u>	<u>Expenditure</u>	<u>Notes / Results</u>
Advertising	\$3,225	Events, co-ops, etc.: Sierra Sun, Moonshine Ink, Tahoe TV, et al.
Graphics & Collateral	\$580	Events posters; membership brochure & sticker design & printing.
Events Mktg.	\$4,408	Concerts, Solstice Festival, 4th of July, Grape Stomp, others. Total attendance >60,000
Shop Local	\$1,027	Tahoe City revenues up 28% from 2011
Sign For Wye	\$237	"All American City" Logo; Enhanced positive visibility for Tahoe City
NLTRA Visitor Guide	\$250	TCDA portion of co-op ad
Walking Maps	\$273	Update & reprints (2000)
Total	\$10,000	

- Payment details available upon request

2013 TCDA Marketing Grant Proposal

<u>Item</u>	<u>Expenditure</u>	<u>Comments</u>
US Nationals - Sponsorship	\$1,000	Collateral, web, advertising, etc.
Advertising		
NLTRA Visitor Guide	\$500	TCDA portion of two co-op ads.
Tahoe Magazine	\$730	
Other	\$1,590	Print, Banners, Radio, Local TV
Graphics & Collateral	\$580	For events & programs: Wine Walk, 4th of July, Oktoberfest, Solstice & Many More
Concerts & Other Events Marketing	\$2,100	Collateral, web, advertising, etc.
Shop Local	\$1,000	Tahoe City revenues up 28% from 2011
Web Site	\$1,500	Redesign; content dev., images
Walking Maps	<u>\$1,000</u>	Redesign & printing OR partnership with alternate map provider
	\$10,000	

2013 Marquis Event & Programs

- Concerts at Commons Beach • Holiday Hop
- Wine Walk • Harvest Festival
- Farmer's Markets • Shop Local
- Fourth of July • Farm To Table Dinner
- Solstice Festival • Golf Course / Ice Rink?
- Movies at Commons
- Lake Tahoe Oktoberfest
- Grape Stomp
- Waterfront Wed.?

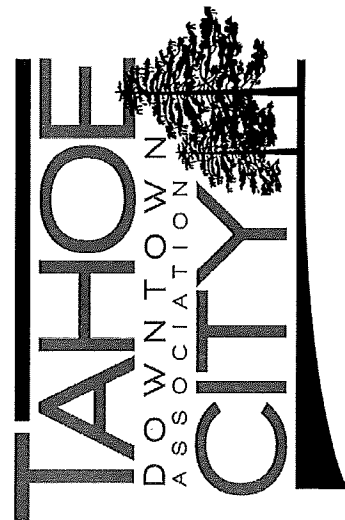


+ *Develop DIY Model Enable More Successful Events*

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The future belongs to those who believe in the beauty
of their dreams."

-- Eleanor Roosevelt,
former U.S. first lady



Backup

TCDA 2013 Plan Principles

Draft

- Make a leap in community contribution by teaming in new ways – e.g. with other non-profits
- Less is more – Focus resources on fewer, bigger initiatives and develop more of a “self-serve” model for others – e.g. Waterfront Wednesdays, Holiday Hop
- Expand what’s working – e.g. Wine Walk, Oktoberfest, 4th of July. Implement simple “DIY” model for merchants.
- Address volunteer shortfall. Find more “doers”
- Develop membership / participation
- Continue growing & diversifying revenues, esp. sponsorships
- Reconsider / Evolve board strategy (policy making, tactical focus, etc.)

What Decisions Must We Make To Apply These Principles?

2013 Preliminary Calendar

AUGUST

August 1 Farmers Market
 August 4 Concerts on Commons Beach
 August 7 Movies on Commons Beach
 August 8 Farmers Market
 August 11 Concerts on Commons Beach
 August 14 Movies on Commons Beach
 August 18 Concerts on Commons Beach
 August 21 Movies on Commons Beach
 August 22 Farmers Market
 August 25 Concerts on Commons Beach
 August 28 Movies on Commons Beach
 August 29 Farmers Market
 August 31 Labor Day Sidewalk Sale

SEPTEMBER

September 1 Concerts on Commons Beach
 September 1 Labor Day Sidewalk Sale
 September 2 Labor day Sidewalk Sale
 September 5 Farmers Market
 September 6 or 13? Tahoe City Grape Stomp
 September 8 Final Concert on Commons
 Beach/Boosters BBQ / Picnic
 September 12 Farmers Market
 September 19 Farmers Market
 September 26 Farmers Market

OCTOBER

October 1-31 Scarecrows on Parade
 October 5-? Tahoe City
 Harvest Festival
 October 5 Oktoberfest/Brewfest
 October 31 TC Trick or Treat

NOVEMBER

November 30 Holiday Hop

DECEMBER

All month Shop Local Program

Can We Take On More? How?

Friday May 24th

8:00 am West Shore Clean up (where do we meet)
11:30 am Deck Opening 11:30 am Sunnyside Resort
2:00 pm Chambers Opening Party (Chambers Landing)
3:00 pm – 9:00 pm Live Band and Auction 4:00 pm Sunnyside Resort
6:00 pm Open House – Rideout Community Center - Check out Rec Programs

Saturday May 25

10:00 am Homeowners Meetings – Various Locations
10:00 am – 5:00 Tahoe Tree Company Truck Sale
10:00 am Opening & Tours – Vikingsholms – Emerald Bay SP
11:00 am – Opening Tours – Ehrman mansion – Sugar Pine SP
11:30 – 4:00 Jazz on the Deck – West Shore Café
12:00 – 5:00 Chamber of Commerce Contractor's Fair – Granlibakken
4:00 pm – Patio Opening Party – Bridgetender
5:00 – 8:00 pm – Members & Donors Party – Tahoe Maritime Museum

Sunday, May 25th

10:00 am Homeowner Meetings – various locations
10:00am – 5:00 PM – Tahoe Tree Company Truck sale
10:00 – 5:00 Tours Tahoe Maritime Museum
10:00 am – 3:00 pm – Open for Tours – Vikingsholm – Emerald Bay SP
10:00 am – 3:00 pm – Open for Tours – Ehrman Mansion, Sugar Pin SP
11:30 am – Olympic Events Museum – Open for tours – Sugar Pine SP

Monday, May 26th

10:00am – 3:00 Pm Open for Tours, Vikingsholm – Emerald Bay SP
10:00 am – 5:00 Pm – Tahoe Tree Company Truckee Sale
10:00 am – 3:00 pm Open for Tours, Ehrman Mansion, Sugar Pine SP
10:00 am Mike Brown Seaplan Splash in, EAA Chapter 1073 – Obexer's Boat Co
10:00 am – 1:30pm – Community Picnic Obexer's Market –
1:00 -1:30 pm – Seaplanes, Fly by Finale, EAA Chapter 1073, Obexer's Boat Company
2:00 pm – Guided Museum Tour – Tahoe Maritime Museum.