



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, March 10th, 2016 – 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:

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

Rob Weston

West Shore Assoc.

Lisa Nigon

West Shore Café

Brad Perry

Incline Community Business Assoc.

Blane Johnson

Sun Bear Realty

Amber Burke

Northstar California

Cody Hanson

Northstar California

Joy Doyle

North Tahoe Business Assoc.

Ginger Karl

NLTRA

County Representative

Christopher Perry

Quorum

Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To call in: Dial (605) 475-3220

Enter Participant code: 547298#

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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
 - February 11th, 2016 (pg. 1)
- E. Economic Development Drivers/Committee Direction Discussion (15 Mins)
- F. 2016/2017 BACC Programs Grant Request Funding Discussion (10 Mins)
-Due & Finalized to Marketing Committee in packet Friday, March 25th at 10am
- G. Touch the Lake Update with The Abbi Agency (5 Mins) (pg. 5)
- H. Peak Your Adventure Discussion with The Abbi Agency (10 Mins)
- I. Shopping Discussion-16/17 Campaign & Shop Local Sub-Committee Input (10 Mins)
- J. “Shopping” Product Discussion & Budget (15 Mins)
- K. Marketing Grant Presentation-Northstar (10 Mins) (pg. 6)
- L. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- M. 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, February 11, 2016 – 3:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Stacie Lyans, Lisa Nigon, Joy Doyle, Amber Burke, Chris Perry, and Ginger Karl

NOT PRESENT: Jaclyn Woznicki, Rob Weston, Blane Johnson, Brad Perry, Stephen Lamb, and Cody Hanson

STAFF IN ATTENDANCE: Valerie Lomeli, JT Thompson (via-phone), and Sandy Evans-Hall

OTHERS IN ATTENDANCE: Connie Anderson & Marissa Cox - The Abbi Agency (via-phone)

- A. Call to Order - Establish Quorum
- B. Public Forum: None
- C. Agenda Amendments and Approval - **MOTION**

M/S/C (Amber Burke/Adam Wilson) (8/0/0) motion to approve agenda amendments

- D. Approval of the Meeting Minutes-**MOTION**
 - i. January 14th, 2016

M/S/C (Stacie Lyans/Joy Doyle) (8/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from January 14th, 2016

- E. Touch the Lake Update with The Abbi Agency
 - Marissa with the Abbi Agency went over the Touch Lake Tahoe campaign. Few items include:
 - Press release announcing campaign
 - Blogs are complete and ready to post in conjunction with area-specific scavenger hunt
 - Map graphic complete and published on GoTahoeNorth.com
 - Getaway Reno Tahoe print ad printed
 - Committee questions and comments:
 - Committee members wanted to know how to make the campaign stay active longer.
 - Committee member suggested doing two contests, one for locals and one for tourist. This could possibly help with keeping the contest running longer in the day.
 - Committee discussed increasing the font size on the stickers, to be similar to the Ale Trail.
- F. Peak Your Adventure Initial Discussion with The Abbi Agency
 - Marissa with the Abbi Agency went over the Peak Your Adventure. Few items include:
 - Update and plan to modify campaign to #MyTahoeAdventure

- Launch of three contests: June, July, and August/September
- Outreach and coordination with North Lake Tahoe resorts
- Designs finalized for rack cards and a free-standing photo stand
- Abbi Agency suggested to the Committee for them to send comments or suggestions to the Abbi Agency and they will bring any changes back to the BACC Committee in March.
- Questions and comments from Committee:
 - More video assets and photography along with diversity added into the campaigns
 - Committee member asked if this program will have set targets for this coming year, such as: photo entries, hashtag uses, and campaign engagements
 - Abbi Agency will provide this information
 - Committee wants to hear the additional ideas the Abbi Agency comes up with for Peak Your Adventure at the March BACC meeting

Action for Ginger: to follow up with Rotor Collective with Committee's feedback on the initial Shop North Tahoe Truckee video. Provide direction on deliverable video for June.

Action for Northstar, Squaw, and Homewood: if they can provide any video or photography assets to the Peak Your Adventure summer campaign.

G. BACC/Marketing Committee Calendar w BACC Year Round Calendar

- Ginger informed the Committee that the BACC calendar will align with the Marketing calendar
- High Notes tabled until March 10th BACC Meeting
- Ginger asked JT if High Notes needed to be finalized by March 10th for approval by the Marketing Committee
 - JT informed the Committee that High Notes does not need to be finalized. The only request would be to provide creative ideas and further discussion will be done at the Marketing committee.
- Ginger asked the Committee what is the amount the BACC Committee would like to ask for funding for all four programs for July 1, 2016.
 - Committee questions and comments:
 - Committee talked in length about the amount of funding to request from the Marketing Committee
 - A preliminary budget will be provided to the BACC for feedback at the March meeting
 - See item H for further discussion on grant request amounts

H. 2016/2017 BACC Programs Grant Request Funding Initial Discussion

- Committee members discussed in length grant request for BACC programs.
- Committee suggested presenting these programs as a Marketing program which would include the three programs, as one program. One request of \$60,000 for Touch Lake Tahoe, Peak Your Adventure, and High Notes.

I. Shopping Discussion-16/17 Campaign

- Ginger went over the 16/17 Shopping Campaign and informed the Committee that this item may need to be discussed more at sub-committee level.
- The budget for "Shop Local" needs to be discussed; this will be discussed at sub-committee level.
- \$11,250 is currently available for the "Shopping" product. At sub-committee level discussion on budget and what should be used for the remaining of this balance. The Marketing Committee requested these funds be used for the "Shopping" page tab with photos and video assets on GoTahoeNorth.com.
- Committee questions and comments:
 - See Committee questions and comments under item J.

J. “Shopping” Product Discussion

- Committee watched a rough edit of the Shopping video for Shop Local. Committee comments:
 - Committee requested to have more of the following in the video: people shopping, apparel, hard pieces of product, more than one district, and less voice.
 - To finish the video.
- Ginger requested from the Committee to come back with feedback to finalize a budget plan before going to the Marketing Committee for the \$20,000 grant request for the shopping product.
- Committee discussed in length the landing page for the shopping product. The shopping product would be on the GTN.com page.
- Discussion on having a “shopping deal” on the GTN.com.

Action for Ginger: to email Committee actuals on Shop Local budget prior to Sub-Committee meeting.

Action for Shop Local Sub-Committee: Ginger, Caroline, Amber, Stacie, and Adam to meet and discuss Shop Local budget vs actual. Meeting is set for March 1st at 3:00pm.

Action for Ginger & JT: to find out how much it would cost for a “Shopping” Landing page on GTN.com and come up with a budget vs. the “Shopping” Listings page that currently exists.

Action for JT: to look into how much it would cost to add a “shopping deals” tab on the GTN.com website.

K. Shop Local Holiday Contest Re-Cap

- Ginger went over the shop local holiday contest. Few items included:
- The winner of the trip who was a winner from Truckee picked St. Maarten. But weren’t able to afford the trip.
- Committee agreed next year’s contest trip would be a local trip (Lake Tahoe).

Action for Ginger: to follow up with the travel company from the Holiday Contest and ask for a refund. If they return the full amount, a portion of the return funds will go to the winner and the remaining balance will be returned to the program for next year funds.

Action for Committee: to reach out to the businesses who participated in the holiday contest and get feedback.

L. Marketing Grant Presentation-Tahoe City Downtown Association

- Stacie Lyans gave a short presentation, few items included:
 - Produce great events to strengthen, engage and build community.
 - Implement creative marketing to communicate Tahoe City as the place for hip, innovative people.
 - Advocate for a better Tahoe City.

M/S/C (Joy Doyle/Amber Burke) (7/0/0) motion to approve Tahoe City Downtown Association \$10,000 marketing grant request

M. Committee Member Reports/Updates from Community Partners

- Ginger Karl with the North Lake Tahoe Chamber informed the Committee of the following upcoming events: Community Awards Dinner on Wednesday April 20th. Creative Cocktail at the Tahoe Art Haus and Cinema on Thursday, February 25th.
- Caroline Ross with the Squaw Valley Business Association informed the Committee of the following upcoming event: Monday February 15th Big Truck day for the kids
- Lisa Nigon with West Shore Café/Homewood Mountain informed the Committee of the following upcoming events: Jibs 4 kids will be held on Saturday, February 13th. Sunday, February 14th free Valentine’s Day photos.

- Joy Doyle with the North Tahoe Business Association informed the Committee the NTBA is getting ready for Snow Fest in March.
- Amber Burke with Northstar California informed the Committee of the upcoming events at Northstar: Ski, toast, and be married will be held on Sunday, February 14th. Friday, February 19th Mountain Table dinner series will be held. Saturday, February 27th S'moreapalooz will be held.

N. Adjournment

- Meeting was adjourned at 4:37 pm

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



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TOUCH LAKE TAHOE CAMPAIGN UPDATE March 10, 2016

Content

- Press release announcing campaign and all elements complete
- Press release has been distributed to local and regional media
- Developed and posted a series of (4) four blog posts to live on the GoTahoeNorth.com blog
- Each blog features a day trip itinerary to encourage visitors of NLT to take day trips to lakeside communities

Design

- Map graphic complete and published on GoTahoeNorth.com
- Getaway Reno Tahoe print ad printed
- Rack card printed and distributed
- Thumbprint stickers delivered and distributed, with additional stickers ordered

Photography

- Ambera's photos have been implemented into the several elements of campaign including:
 - Rack Card
 - ThingLink map
 - Facebook ads

Campaign media buy

- Coordinated, designed and placed by The Abbi Agency
- **Publication:**
- Getaway Reno-Tahoe
- **Impressions:**
- 18,000+ Reno/ Tahoe rooms
- Will be seen by 750,000 - 1 million people during the quarter

Social Media

- Visited Tahoe businesses to take photos for scavenger hunt (January 16)
- Edited photos and copy for remaining hunts to reflect the general area with three hints about the location vs. a photo of the location
- Generated XX uses of the #TouchLakeTahoe hashtag across social channels since the launch on January 19
- Delivered six sample posts for partners and businesses to share on social media
- Began regular posting on North Lake Tahoe social channels to feature spots around the lake, user-generated content, and links back to the map with the following frequency:
 - 1-2x/week on Facebook; 4-6x/week on Twitter; 2x/week on Instagram; original Pinterest board built for campaign



Northstar California Resort Marketing Grant Proposal

2015 Grant Use Highlights

Northstar Magazine – production and distribution of a comprehensive magazine highlighting year-round resort offerings and brand pillars. Northstar used in-house staff to write, shoot and design, then implemented the BACC grant for production and distribution in North Lake Tahoe.

Magazine topics include a welcome from GM Beth Howard, mountain info, non-ski activities, a culinary highlight, brand traditions, ski & ride school, and summer events/activities.

2,000 were distributed to Northstar O&O rooms, while 4,000 were distributed throughout North Lake Tahoe and Truckee via Certified Display:

- Tahoe Dave's Board Shop
- Rustic Cottages
- Firelight Lodge
- Carnelian Woods Clubhouse
- Agate Bay Realty
- Dollar Hill Condos
- Tamarack Lodge
- Lake Tahoe Accommodations Tahoe City
- Pepper Tree Inn
- Mother Nature's Inn
- Tahoe Tavern
- Tahoe City Inn
- Tahoe Dave's King's Beach
- Incline @ Tahoe Realty
- Lake Tahoe Accommodations
- Incline Village
- Vacation Station
- Gold Fish Properties
- Bowl Incline
- Lodges on the Glen
- Incline Vacation Rentals
- Sand Harbor State Park
- Club Tahoe
- Olympic Village Inn
- Tahoe Marina Lodge
- Chinquapin
- Mourelatos
- Hyatt Regency
- Hyatt High Sierra Lodge
- Hyatt Residence Club
- Northstar Check-in
- Martis Valley Vacation Rentals
- Hertz
- Fast Lane
- Hampton Inn
- Hotel Truckee Tahoe
- Sports Exchange
- Donner Lake Village
- Blue Zone Sports
- Mountain Mike Sports
- Bills Rotisserie
- Tahoe Dave's Tahoe City
- Coldwell Banker Incline Village
- Tahoe City Visitor's Center
- Incline Village Visitor's Center

Any remaining BACC dollars after magazine print and distribution were used for targeted Facebook ads to Northstar fans promoting resort events and activities.

2016 Proposal

For 2016, Northstar would like to respectfully request the same grant to create a second edition of the Northstar Magazine with a greater focus on year-round activities, events and amenities to further develop the brand story and promote Northstar as a key year-round luxury resort for Tahoe guests.