



north lake tahoe

Chamber | CVB | Resort Association

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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, May 29, 2014

North Lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kaliope Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Rob Weston, Amber Burke, Nate Burch, Joy Doyle, Michael Gelbman

RESORT ASSOCIATION STAFF: Ginger Karl, Judy Laverty, Andy Chapman, Kalie Ceglia

OTHERS IN ATTENDANCE: None

A. CALL TO ORDER – ESTABLISH QUORUM

- The Business Association and Chamber Collaborative meeting was called to order at 9:13 by Caroline Ross and a quorum was established.

B. Public Forum

- Request for the Special Event grant Process to be placed on the agenda for next meeting
- Judy informed the committee that the Ironman athlete food tent is no longer and \$25 food vouchers will be issued instead to use at a restaurant participating in the voucher program-1 per athlete
- Judy is reaching out to every restaurant possible to participate
- Restaurants will be refunded \$20 for each voucher
- Rob requested the minutes from the April meeting at Granlibakken
- Rob would like help with promoting Nordic skiing in our area
- Judy agreed to follow up and noted that we do have Cross-Country initiative in Human Powered Sports

C. Agenda Amendments and Approval

- Ginger asked to take off “Proposal Deadline” on G.

M/S/C (Ross/Kopley) (9-0-0) to approve the BACC agenda for May 29, 2014

D. Approval of the Meeting Minutes (Motion)

- Change to I-2 , Joy and Ginger to collect prizes from the Touch the Lake drawing

M/S/C (Doyle/Burch) (9-0-0) to approve the BACC minutes from April 9, 2014

E. Tahoe City Downtown Association Marketing Grant Presentation-Stacie Lyans

- 2 minute video on TCDA
- Outlined TCDA events, benefits, and objectives
- 2013 Grant Review
- 2014 TCDA Marketing Grant Proposal
- Reviewed TCDA principles
- Reviewed 2014/15 Preliminary Calendar

M/S/C (Doyle/Ross?) (9-0-0) to approve the TCDA 10K Marketing Grant Request for 2014/15

F. 2013/3014 50K Product Development Spend Discussion Update

- High Notes & Peak Your Adventures (Summer 2014)
 - Amber booked High Notes ads in the Visitor Guide and Tahoe magazine Summer Edition
 - Amber to speak to School of Thought about destination campaign (10K) for Sacramento and Reno markets
 - Amber to update the spreadsheet on monies spent
 - Nate working with Abbi Agency on Peak Your Adventures, will bring more information to committee after he has more information
- Administration of Campaigns
 - Ginger will be in charge of signing all contracts with Moonshine, Action and Tahoe Weekly

G. 2014/2015 70K Product Development Discussion

- Proposed Deadline
 - Ginger announced that the 70K grant was approved
- Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
 - Lead people to create a spend for each campaign, by July or August- deadline
 - Touch the Lake: Eric, Joy, Michael, Nate
 - Shop Local: Caroline
 - Discussion on a synergy between the two Shop Locals in order to streamline the brand
 - Ginger and Caroline agree to start a sub-committee for Shop Local

H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)

- Joy brings attention to the Special Events Grant Process Task Force and making changes as to the process of applications
- Judy agrees to provide the board with copies of the current Special Event Process Criteria and the current policy that includes the role and responsibility of the BACC as they take over from the Task Force
- Deadline for a High Notes quarter page ad in Moonshine Ink is June 3rd
- Next meetings to be June 11, July 9, August 13, September 10, October 8 at 9am
- June 11 agenda to include Special Event Review Grant Process Review
- Comments regarding second members who have not been attending meetings, need to attend in future

I. Adjournment

- The meeting was adjourned at 10:34am.

Submitted By:
Kalie Ceglia
Executive Assistant
NLT Chamber/CVB/Resort Association