



north lake tahoe

Chamber | CVB | Resort Association

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MEMBERSHIP ADVISORY COMMITTEE MINUTES

October 19, 2011 – 9 am

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kaliope Kopley, Phil GilanFarr, Caroline Ross, Sherina Kreul, Kay Williams, Mike Young, Joy Doyle and Brendan Madigan

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans-Hall, Lisa de Roulet and Anna Atwood

OTHERS IN ATTENDANCE: Panda Morgan, Tracy Chapman, Pettit Gilwee, David Kruckenberg and Cheri Sprenger

I. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:05 am by Chair Caroline Ross and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Cheri Sprenger introduced Joy Doyle as the North Tahoe Business Association's new Executive Director and suggested if anyone interested in the Leadership Program they can contact Kym Fabel, NTBA or Truckee Donner Chamber of Commerce for information. The North Tahoe Truckee Leadership Breakfast will be at Blue Onion in Kings Beach on October 20, 2011 at 8.30am
- 2.2 Sandy introduced Lisa de Roulet as the new Human Resources/Finance Director for the NLTRA.

3 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (GilanFarr/Young) (8/0) to approve the Membership Advisory Committee agenda.

4.0 APPROVAL OF THE MEMBERSHIP ADVISORY COMMITTEE MINUTES FROM THE MEETING ON AUGUST 17, 2011

- 4.1 M/S/C (Williams/Kopley) (7/0/1) to approve the Membership Advisory Committee Meeting Minutes from August 17, 2011. Joy Doyle abstained.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES

- 5.1 Kym stated that the upcoming Chamber programs for August are:

October 2011

- October 20th - North Tahoe Truckee Leadership Breakfast-Blue Onion Café, Kings Beach

- October 20th - ChamberEDucation 'Going Green'-Mourelatos Lakeshore Resort, Tahoe Vista
- October 20th - Mixer: Historic Fish Hatchery, Tahoe City
- October 26th - ChamberEDucation 'Is your Business Protected Against Identity Theft'- Mourelatos Lakeshore Resort, Tahoe Vista
- October 27th - Annual Membership Luncheon, NT Event Center, Kings Beach
- October 27th – Mixer: Sierra Sun, Happy Halloween, Truckee Office

November 2011

- November 17th – Winter Recreation Luncheon, Olympic Village, Squaw Valley

December 2011

- December 2 – Mixer: Christmas Tree Village, Incline Village
- December 9 - Mixer: Celebrate the Holidays, Sunnyside

6.0 NLTRA REPORT

- 6.1 Sandy reported on new Membership Program ideas. She is looking for feedback from the committee on:
- Chamber Gift Certificate Program: This would be a gift certificate sold (basin wide) through the Chamber at Information Centers to anyone for varying increments and good at any Chamber member business.
 - New Web Software: The Chamber is looking at purchasing membership software that will integrate with the accounting software, have a communications tool and an online directory.
- 6.2 Sandy would like to brainstorm other membership program ideas and get input from the different business organizations. She also shared with the committee members that the NLTRA is in the process of changing the current logo. The Chamber Advisory Committee's name is being changed to the Membership Advisory Committee. This will reflect the core function and focus on membership advisory services, advocacy and various programs. The quorum has changed to 1 Board Member and 51% of the Committee Members. This Committee has the ability to have up to 15 members and welcomes additional industry representation.

7.0 PRESENTATION: SMALL BUSINESS DEVELOPMENT CENTER EDUCATION PARTNERSHIP OPPORTUNITIES AND SERVICES

- 7.1 Panda Morgan presented information concerning the organization. The Small Business Development Center (SBDC) is a national organization funded through a congressional bill. Their mission is to bring positive economic impact to the area. Their focus is: job creation, job retention, capital infusion into the community. The Small Business Development Center assists existing businesses to be competitive in a complex marketplace and helps new entrepreneurs realize their dream of business ownership. They provide business consulting and training in the following areas: Business Planning and Management, Marketing, Financial Management and Services like Business Workshops. NLT Chamber – CVB – Resort Association will be providing a meeting place at our office for SBDC consulting with local businesses.
- 7.2 Kym stated the Chamber's mission is to provide tools to businesses to achieve and sustain success. The Chamber is looking to partner with SBDC to bring new classes to North Lake Tahoe. This partnership is an important part of the Chamber's overall strategy to provide excellent service to our members. Many of the classes and workshops are free of charge. The committee questioned the requirements or the difficulty in getting a SBDC loan. Panda replied they review the businesses background, type of business, business plan and credit score. If they meet these requirements it's not difficult to obtain a loan. Panda also stated

services are available in Nevada. Tracy Chapman stated there are sponsorships available for some of the workshops.

- 7.3 Kym said they will be working on setting up an annual calendar with SBDC and if there are any special requests for workshops to contact her.

Action: The committee requested a "one sheet" annual workshop calendar be created to distribute to members.

8.0 PRESENTATION: CALIFORNIA ASSEMBLYMAN, 3RD DISTRICT, DAN LOGUE, BY LEGISLATIVE DIRECTOR, DAVID KRUCKENBERG

- 8.1 David Kruckenberg presented information concerning California Assemblyman 3rd District Dan Logue to the Membership Advisory Committee. The legislative boundaries were recently changed and North Lake Tahoe is now part of Assemblyman Dan Logue's district. Legislative Director, David Kruckenberg was here to get more familiar with the area.

9.0 SQUAW VALLEY BUSINESS ASSOCIATION (SVBA) MARKETING GRANT PRESENTATION

- 9.1 Caroline Ross presented her ROI report for the Marketing Grant money received by the Squaw Valley Business Association for 2009-10 to the Chamber Advisory Committee. The Squaw Valley Business Association was awarded \$10,000 for FY 09/10 for the Community Marketing Program for the following two programs: Squaw Valley New Year's Eve Firework Display, December 31, 2009 and Wanderlust Festival, July 29-31, 2010. Refer to ROI report for Squaw Valley Business Association located in the Membership Advisory Committee packet.

- 9.2 Caroline Ross requested approval for \$10,000 of Marketing Grant funds for the Squaw Valley Business Association for 2010-11. Please refer to proposal located in the Membership Advisory Committee packet.

- 9.3 **M/S/C (Williams/Kopley) (7/0/1) to approve the Marketing Grant Fund for the Squaw Valley Business Association for 2010-11. Caroline Ross abstained.**

10.0 UPDATE ON SPECIAL EVENT DEVELOPMENT GRANT FUNDING

- 10.1 Caroline Ross, Kali Kopley and Kay Williams reviewed the distribution of Special Event Grant funds decided by the Special Event Task Force on September 14, 2011. Refer to Special Event Grant Program spreadsheet located in the Membership Advisory Committee packet.

11.0 COMMUNITY MAP WORKSHOP

- 11.1 The Community Map, distributed throughout the community locally is going into its 3rd reprint. The Membership Advisory Committee reviewed the map and edits were submitted to be implemented.

12.0 COMMITTEE MEMBER REPORTS-

- 12.1 **IVBA-** Mike Young reported that they had a successful Octoberfest.

- 12.2 **NTBA-**Joy Doyle reported business owners in Kings Beach will host a community shopping day to raise funds for Jacob Buhler. Passport to Dining was a success this year.

- 12.3 **SVBA-**Caroline Ross reported that they had a successful Octoberfest.

- 12.4 **TCDA-**Sherina Kreul reported that they just finished another successful Octoberfest.

Sandy stated the NLTRA election is coming up and we are seeking candidates. There are 5 open seats on our Board of Directors: Small Lodging, Recreation, Ski Area, Real Estate/Property Management, and At-Large. Ballots will be distributed on Nov 8, 2011.

13.0 STANDING REPORT

The following reports are in the Membership Packet and posted on www.nltra.org:

- **Monthly Business Plan Implementation Report**

14.0 ADJOURNMENT

14.1 The Chamber Committee meeting adjourned at 10:55 am.

Submitted By:

Anna Atwood, Executive Marketing Assistant
North Lake Tahoe Resort Association