



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Wednesday, November 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>Kaliope Kopley</i> <i>Eric Brandt</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair</i> <i>Squaw Valley Business Assoc.</i></p> <p><i>Steve Hoch</i> <i>Tahoe City Downtown Assoc.</i></p> <p><i>Kay Williams</i> <i>West Shore Assoc.</i></p> <p><i>Mike Young</i> <i>Incline Community Business Assoc.</i></p> <p><i>Amber Whitman/Jessica Whalen</i> <i>Village at Northstar Assoc.</i></p> <p><i>Joy Doyle</i> <i>North Tahoe Business Assoc.</i></p> <p><i>Michael Gelbman</i> <i>Sierra Sun</i></p> <p><i>Ginger Karl</i> <i>North Lake Tahoe Chamber/CVB/Resort Association</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">September 11, 2013 Meeting Minutes <p>E. CEO Update – Sandy Evans Hall (20 minutes)</p> <ul style="list-style-type: none">Ginger KarlBACC Proposed Changes <p>F. Meeting Schedule Date & Time, Time Limit – Draft Function Calendar</p> <p>G. BACC Structure – change in Bylaws, recruitment, timing (15 minutes)</p> <p>H. 2013 Winter Marketing Plan – Andy Chapman (20 minutes)</p> <p>I. \$30,000 Lakeshore Funding – Criteria and Metrics (20 minutes)</p> <p>J. West Shore Marketing Grant Presentation</p> <p>K. Shop Local - Joy Doyle & Team (15 minutes)</p> <p>J. Committee Member Reports/Updates from Community Partners (10 minutes)</p> <p>K. Adjournment</p>
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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, September 11, 2013 – 9 am

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Joy Doyle, Steve Hoch, Caroline Ross, Cassandra Sharp, Kay Williams, and Mike Young

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Emily Detwiler, Andy Chapman, Judy Lavery, and Jessica Walker

OTHERS IN ATTENDANCE:

A. CALL TO ORDER – ESTABLISH QUORUM

1. The Membership Advisory Committee meeting was called to order at 9:10 am by Kay Williams and a quorum was not established.

B. PUBLIC FORUM

1. There was no public forum

C. AGENDA AMENDMENTS AND APPROVAL

1. The agenda was approved by acclamation

D. APPROVAL OF THE MEETING MINUTES

1. The minutes were not approved as there was not a quorum.

E. CEO Update – Sandy Evans Hall (20 minutes)

1. Chamber Cost/Benefit Analysis
 - Sandy gave a brief presentation about the Chamber and its current standing. The Chamber came in at a negative \$16,000. We are currently looking for a new Chamber Manager as Deanna is no longer with the Chamber.
 - The information was presented to the Board and they were given a couple options. The option the Board voted on was to work to bring Chamber revenues to a sustainable level, expand value, programming, and improve member retention. The Board did recognize strong value of Chamber and what a Chamber is able to do for community.
 - Sandy discussed the various graphs and charts in the packet. The number of members stayed about flat over the last year.
 - The committee discussed the cost of running the chamber which Sandy estimated to be around \$165,000. That includes staffing and allocated fixed cost. The gap isn't huge and Sandy thinks that it could be made up within a year.
 - The Committee discussed and has some concerns. They would like to see a survey to the business community about what services are most important and beneficial to the members.
 - There was a lengthy discussion about what services the Chamber provides that the Business Associations do not.
 - Sandy explained that some of the services the Chamber provides are; strong visitor services through guide, center, destination marketing, government advocacy, community development, business development, and economic development. The Chamber is a broader voice than what the smaller associations focus on
 - Business Associations focus on community vitality, while the chamber brings in the bigger events, destination marketing.

ACTION – Staff to come up with a survey for the Business Community about what services are most needed.

F. IRONMAN Lake Tahoe Business Outreach – Andy Chapman (10 minutes)

1. Andy passed around the spectator guide. It will be in the Sierra Sun Wednesday and Bonanza on Thursday. Andy specifically mentioned page 44-45 which have traffic impact schedules. Andy has already distributed to 80% of businesses on North Shore. Will be finishing over the next couple days.
2. Big effort is to make sure that people know about traffic impacts. Info will be sent to every PO Box, distributed to all businesses and lodging.
3. Discussion about collaborating on informing businesses.
4. Practice swim did get canceled.
5. Key message is that this is a good thing and lots of money into NLT. Also that you can still get around.

G. Marketing Lake Businesses in Winter - Andy Chapman (20 minutes)

1. There was a short discussion between the committee members. The TCDA and NTBA, West Shore, and Incline would like to participate again this year. Suggested something be added about events.

H. Shop Local - Joy Doyle & Dave Wilderotter (20 minutes)

1. The committee discussed the upcoming Shop Local Program. A checklist was provided with responsibilities and everyone was encouraged to step up and volunteer for an additional task.
2. There was a brief discussion about how to eliminate the stickers. An idea evolved about using an envelope that you would use to mail in your receipts at the end of the program. The committee liked this idea and will look in to. May be more of a reality for 2014.
3. Caroline Ross will be donating Squaw/Alpine Gold Pass, and Sandy will look into Ski Lake Tahoe Pass and Gold Pass
4. The committee liked the idea of creating a Window cling. Small and generic so that it can be used again. That will be looked into further.

I. Visitor Center Opportunities – Emily Detwiler (15 Minutes)

1. Emily gave a brief update on Visitor Center Opportunities.
 - i. Events section of brochure rack - free
 - ii. What's happening board – free
 - iii. Passed around sheet with additional opportunities.
 - iv. GoTahoeNorth.com
 - v. Holiday one sheets
 - vi. Kiosks

J. Committee Member Reports/Updates from Community Partners (10 minutes)

K. Adjournment

1. The meeting was adjourned at 11:05

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



Business Association and Chamber Collaborative

Purpose for Change: To better coordinate the product development of North Lake Tahoe through efforts of the Business Associations in order to deliver on the promise provided to potential visitors through the destination marketing strategy. Also this change will broaden the community engagement in the product development process and create greater alignment between the BACC, the Lodging Committee, and the Marketing Committee.

Proposed Changes:

- 1) Committee Structure: Add business members in addition to the EDs of the Business Associations. Concept would be to have one additional person from each of the 5 Placer County Business Areas and possibly Incline Village as well. Occupations, industries, expertise, and potential candidates TBD at November BACC meeting
- 2) Develop criteria for \$30,000 Lakeshore funding and metrics for tracking success – November BACC meeting; to be reviewed by Marketing Committee and approved by Board of Directors
- 3) 2013 Winter Marketing Plan presentation – November BACC meeting
- 4) 2014 Summer and Winter Marketing Plan Joint meetings with Lodging and BACC –April/October 2014
- 5) Develop annual calendar to include budget processes, grant allocations, events and strategic plan for the year – January - February BACC meetings
- 6) Identify potential resources needed to fulfill annual strategic plan and develop Scope of Work for funding of \$50,000 to be reviewed by Marketing Committee and approved by Board of Directors
- 7) Review criteria, allocation process and metrics for \$10,000 Business Association Marketing Grants – January BACC meeting; to be approved by Board of Directors
- 8) In 2014, take back over the Special Event Grant program of \$50,000. Beginning March 2014, review and suggest changes to the grant program to be reviewed by the NLTRA Marketing Committee and approved by the Board of Directors and submitted with the annual Scope of Work on April 30, 2014 to begin contract negotiations

- 9) Fall 2014, conduct Special Event grant allocation process.

Continued Programs:

- 10) Continue to work with Visitor Information on In-Market collateral such as Official Visitor Guide, Maps, Visitor Information One-Sheets distributed to lodging and VICs.
- 11) Continue to provide events and promotions to www.GoTahoeNorth.com for inclusion in mobile and web event directories
- 12) Continue to work on collaborative efforts as needed such as Shop Local, Opening Day at the Lake, Touch the Lake as well as support regional events such as Ironman Lake Tahoe

and six are appointed by the Placer County Board of Supervisors. Committee members serve two year terms, and can be reappointed by the appropriate appointing body.

Transportation Committee

The role of the Transportation Committee is to provide input and direction to staff and to advise the Board on any and all matters pertaining to transportation planning, budgets, programs and projects. Committee responsibilities include the consideration of proposed transportation projects and expenditures. Following such consideration, Committee recommendations are submitted to the NLTRA Board for consideration and action.

Committee Membership

In addition to appointed NLTRA Board members, committee membership includes interested members of the community who have expertise and/or interest in transportation and related issues. Committee members serve two year terms and may be reappointed. Based on adopted NLTRA policy, two Committee members are appointed to represent the Truckee-North Tahoe Transportation Management Association.

Marketing Committee

The mission of the NLTRA Tourism Division is *"to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating additional Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing exposure and promotion of North Lake Tahoe on a regional, national and international level."* The role of the Marketing Committee is to provide input to staff and advise the Board on all matters related to the NLTRA's marketing strategies, plans, programs, budgets and outcomes. Committee responsibilities include the consideration of marketing strategies, plans, programs and budgets. Following such consideration, Committee recommendations are submitted to the NLTRA Board for consideration and action.

Committee Membership

In addition to appointed NLTRA Board member, this Committee consists of marketing and sales professionals from community businesses and organizations. An effort is made to ensure a diversity of representation from geographic areas as well as types of businesses and organizations. Based on adopted NLTRA policy, Committee membership is up to 15 members. Members serve a three -year term and may be reappointed. A quorum will consist of one board member and a majority of members present.

Business Association and Chamber Collaborative

This group will meet every other month beginning in January and will determine the allocation of Marketing Grant funds of \$10,000 for each Eastern Placer County Business Associations in two grant cycles (May, November), coordination of events calendar and other joint collateral pieces such as the map and Visitor Guide (March, September), and Chamber or other collaborative programming such as Shop Local,

Gateway Lighting, Seminars and Workshops, Holiday or Sidewalk Sale Promotions, etc. (January, July).

Committee Membership

In addition to appointed NLTRA Board member, committee membership is defined as follows: one representative each from the North Tahoe Business Association (NTBA), Tahoe City Downtown Association (TCDA), West Shore Association (WSA), Squaw Valley Business Association (SVBA), Incline Village Business Association, and the Northstar Village Retailers Association (NVRA), and up to 2 seats to be filled by members, or representatives of members, of the North Lake Tahoe Chamber of Commerce. Members other than business association appointees serve a three year term and may be reappointed. Business association appointees serve at the pleasure and term of their association. The quorum will consist of one board member and a majority of members present.

Finance Committee

The role of the Finance Committee is provide input to staff and direction to staff and to advise the Board on any and all matters pertaining to the present and future budgets, and all financial matters related to the corporation. Committee responsibilities include the review and consideration of monthly financial statements, forecasts, annual budgets and related matters. As appropriate, the committee makes recommendations to the NLTRA Board of Directors, particularly with regard to monthly financial statements, and the annual NLTRA budget.

Committee Membership

In addition to appointed NLTRA Board members, at least one member of the committee can be appointed to represent the membership and community at-large. It is preferred that this member have a background in finance, accounting or a related profession. This committee will be chaired by the Treasurer and will serve for a one year term. Quorum is one board member and a majority of members present.

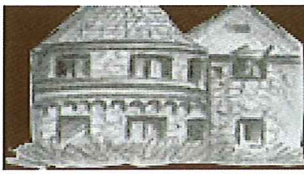
Lodging Committee

As directed by the NLTRA Board, the duties of this committee are to review and provide input to the NLTRA Board of Directors regarding marketing programs from a lodging supplier's perspective, including continuous review of the NLTRA's consumer Website to ensure optimal functionality for the booking of reservations by lodging suppliers.

Committee Membership

In addition to appointed NLTRA Board member, committee membership shall consist of up to 15 representatives of lodging suppliers which are members of the NLTRA/North Lake Tahoe Chamber of Commerce. Committee members serve three year terms and may be reappointed. This committee will meet monthly or every other month as deemed necessary by the committee. A quorum will consist of a 50% +1 of total members including one board member.

Special Event Grant Program Task Force



Lake Tahoe's
WEST SHORE ASSOCIATION

Ginger Karl
North Lake Tahoe Chamber/CVB/Resort Association
PO Box 884
Tahoe City, CA 96145
Ginger@GoTahoeNorth.com

November 7, 2014

Good Afternoon Ginger,

Thank you for taking the time to send the 2013-14 Community Marketing Grant Program information and application. The West Shore Association (WSA) appreciates the past years of support from NLTRA and an opportunity to continue into 2014 with NLTRA and having our local TOT funds return home.

Attached is the Application's Section A, Items 1-17.

Our WSA Board of Directors looks forward to attending the November 13th Presentations. Thanking NLTRA staff, the BACC committee and NLTRA Board of Directors directly for their commitment to our West Shore promotions is on our Agenda. The opportunity to apply for continued West Shore support for WSA's 2013/2014 Annual Signature Events is greatly appreciated.

Regards,

cistevens

Constance Stevens, MBA
WSA Secretary/Treasurer
PO Box 844
Homewood CA 96141
wildlifeshelter@yahoo.com
530 546-1211 / 530 525-9453

SECTION A:



Lake Tahoe's **WEST SHORE ASSOCIATION**

Community Funding Application:

The following information must be provided to complete the application process. To ensure your application qualifies for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

Date Submitted: **November 7, 2013**

1. Event Date: **September 1, 2013; Jan 11-20, 2014; May 22-26, 2014; June 15, 2014**

Event Name: **West Shore Association Annual Signature Events:**

Music in the Park

Olympic Heritage Celebration

Opening Day at the Lake

Mike Brown Memorial Splash-In

2. Grant Amount Requested: **\$10,000**

3. Name of Applicant Organization: **West Shore Association**

4. Contact Name: **Constance Stevens, WSA Secretary/Treasurer**

Mailing Address: **PO Box 844 City/State: Homewood CA Zip: 96141**

Telephone: **530 546-1211** Email: **wildlifeshelter@yahoo.com**

Website: **tahoewestshoreassoc.com**

5. When was organization founded? **1981** Is organization non-profit? **Yes**

6. Purpose/Mission of organization:

The mission of the West Shore Association, a 501(c) 6 non-profit business organization, is to promote the commercial and community interests of all members of the Association and the business interests of the West Shore communities of Lake Tahoe, California. These interests shall include, but not be limited to:

- **Encouragement of Tourism and Tourist Activities**
- **Coordination of Community Project Involvement**
- **Support of Special Community or Member Events**
- **Active involvement as determined by Association vote in West Shore, Tahoe Basin, Regional and other important Issues affecting our membership and the West Shore in general.**



Lake Tahoe's WEST SHORE ASSOCIATION

8. What are your organization's annual net revenues (less expenses)?

FY2012/2013 WSA Net Revenues \$2,313.33

9. Narrative description and use of the funding:

WSA Signature Events

WSA has participated in the production of three signature annual events over the last several years. This year we are adding a fourth: Father's Day Splash-In. This event has proven increasingly popular over the last several years during the Opening Day Event.

All WSA events showcase the history and the beauty of the West Shore. They generate local and business revenues in Eastern Placer County with a focus on Tahoe's West Shore. Each event also provides opportunities for West Shore public relations and local and regional media exposure with tourist ability to drive to the event with overnight availability during shoulder seasons.

Music in the Park is in its fourth year of providing a twenty pieces free Big Band concert at Sugar Pine Point State Park carrying on a tradition of picnics in front of the historic Ehrman Mansion with Music by the lake in September. **Music in the Park** promises to remain increasingly popular for visitors and residents. **Grant request \$1000**

OHC -2014 will be an Olympic Year – and OHC promises to make it an even bigger event – 1960 Olympians are returning & Squaw Valley will be a larger participant. The **Olympic Heritage Celebration is from January 11-20**. WSA support honors the Olympic Heritage of the **1960 Winter Olympics' Nordic events held at Sugar Pine Point State Park**. The celebration invites 2014 visitors to enjoy the spirit of the Olympics and to sample the trails that have been restored in Sugar Pine Point State Park. . **Grant Request \$1000**

Opening Day at the Lake announces that West Shore Businesses are open and ready for summer. Deck opening parties at Sunnyside, West Shore Café, and Chambers' Landing Bar & Grill are great fun and the perfect start of another beautiful season on the Lake. North Shore Lake-Front Restaurants joined in the celebration last year and are also encouraged to continue this year with West Shore businesses and collaboration with parties of celebration. Businesses are encouraged to provide special drinks and food offerings for Memorial Day Weekend. **Grant Request \$6500**

Mike Brown Annual Splash-In, a Lake Tahoe Seaplane Pilots, West Coast Seaplane Pilots Association and EAA 1073 seaplane gathering has been moved from Memorial Day in May to Father's Day, June 15, 2014 to make it possible for more Seaplanes and visitors to participate in the Splash-In at Obexer's Marina for the weekend rather than a quick turn-around for most, due to weather disturbances. Flight crews will set up information displays at each plane this year. **Grant Request \$1500**



Lake Tahoe's **WEST SHORE ASSOCIATION**

10. How is your funding request consistent with your organization's mission or purpose?

The mission of the West Shore Association, a 501(c) 6 non-profit business organization, is to promote the commercial and community interests of all members of the Association and the business interests of the West Shore communities of Lake Tahoe, California. These interests shall include, but not be limited to:

- Encouragement of Tourism and Tourist Activities:
 - **Each of WSA's Annual Signature Events encourages and supports tourism, West Shore Businesses and Communities with economic improvements and fun, educational activities for all ages**
- Coordination of Community Project Involvement
 - **Each of these events are coordinated as Community Projects either completely or in-part (OHC & MBM Splash-In) by WSA with the explicit intent of West Shore Community participation**
- Support of Special Community or Member Events
 - **Both the OHC and MBM Splash-In Events are Special WSA Member Events**
OHC: WSA Member Dave Antonucci
MBM Splash-In: WSA Member Rockwood Lodge
- Active involvement as determined by Association vote in West Shore, Tahoe Basin, Regional and other important Issues affecting our membership and the West Shore in general.
 - **The proposed Events do not relate to this portion of the WSA Mission**

11. How does your program enhance visitation to the area or improve the visitor experience?

WSA Signature Events enhance visitation to the area by providing additional 'things to do and places to go' for area tourists. They also encourage increased low-season visitation. The experiences are memorable and attendance has increased over the past years.

12. Submit (attach) complete proposed budget of the program: **See Attachment**



Lake Tahoe's
WEST SHORE ASSOCIATION

13. If not provided in your submitted budget, please provide (attach) complete marketing and promotional plan. EXAMPLE: **Type of event spending**

Newspaper/Magazine \$Internet/Website \$Radio \$TV Rack Cards

Brochure Direct Mail Printed Program Other: See Attached 2012/2013 P&L

14. Grant Amount Requested: \$ 10,000

15. Percentage of total budget requested 65 %

16. Sources of other funding to support your budget, including proposed sponsors:

Individual and Corporate Donations

Tahoe City Public Utility District

Truckee Tahoe Airport District

17. Description of how the success of your program will be measured:

The success of each WSA program will be monitored and measured by

Comparative Attendance Estimates

Local Business Contributions

Individual Donations

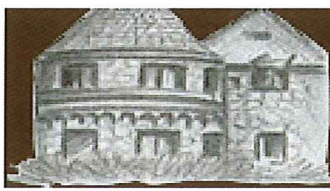
Return Attendance

Visitor Comments & Smiles

Financial Results

Signature: *cistevens, WSA*

Print Name and Title: Constance Stevens, WSA Secretary/Treasurer



Lake Tahoe's WEST SHORE ASSOCIATION

Total NLTRA Grant Request: 10,000

WSA 2013/2014 Event Budget with Actual Comparisons: Jul 1, 2013-Jun 30, 2014

Relative Accounts	'12/'13 <u>Actual</u>	Sep 1, 2013 <u>Music in the Park</u>	'12/'13 <u>Actual</u>	Jan 2014 <u>OlympicHeritage</u>	'12/'13 <u>Actual</u>	May 2014 <u>OpeningDay</u>	June 2014 <u>Splash-In</u>	<u>TOTALS</u>
<u>Income</u>								
NLTRA Grant	\$1,500	\$1,000	\$3,000	\$1,000	\$4,500	\$6,500	\$1,500	\$10,000
TCPUD Donor		\$1,000			\$1,000	\$1,000	\$1,500	\$ 3,500
Donations	<u>\$ 727</u>	<u>\$1,454</u>		<u>\$ 430</u>				<u>\$1,884</u>
TOTAL INCOME	\$2,227	\$3,454	\$3,000	\$1,430	\$5,500	\$7,500	\$3,000	\$15,384
<u>Expenses</u>								
Advertising	\$ 806	\$ 640	\$ 183	\$ 150	\$2,522	\$2,700	\$1,500	\$4,990
Awards/Grants			\$ 500	\$ 1,000	0	0	0	\$1,000
Contract Svcs			\$ 663		\$ 183	\$ 500		\$ 500
Fees	\$ 25	\$ 25	0	0	0	0	0	\$ 25
Insurance	0	\$ 300	\$ 428	\$ 430	\$ 699	0	\$ 700	\$1,430
Mlg,Prntg,Copy		<u>\$ 50</u>	<u>\$ 256</u>	<u>\$ 150</u>	\$2,749	<u>\$4,300</u>	<u>\$ 800</u>	<u>\$5,300</u>
Related Expenses*	<u>\$1,149</u>				<u>\$1,535</u>			
TOTAL EXPENSES	\$1,980	\$1,015 +	\$2,030	\$1,730	\$7,688	\$7,500	\$3,000	\$13,245
NET INCOME	\$ 247	\$2,439+/-	\$ 970	-\$300	-\$2,188	0	0	\$2,139

+ All billing has yet to be submitted for Music in the Park

* Ineligible Expenses for NLTRA Community Marketing Grant