



**AGENDA AND MEETING NOTICE  
MEMBERSHIP ADVISORY COMMITTEE  
Wednesday, October 19, 2011 – 9am  
Tahoe City Public Utility District, Board Room**

**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><b>Chamber of Commerce Advisory Committee Members</b></p> <p><b><u>NLTRA Board:</u></b>  <i>Ron McIntyre          Kaliopé Kopley          Phil GilanFarr          Alex Mourelatos</i></p> <p><b><u>Committee Members:</u></b></p> <p><i>Caroline Ross, Chair          Squaw Valley Business Association</i></p> <p><i>TBA          Tahoe City Downtown Association</i></p> <p><i>Sherina Kreul          Bank of the West</i></p> <p><i>Kay Williams          West Shore Association</i></p> <p><i>Mike Young          Incline Community Business Association</i></p> <p><i>TBA          Village at Northstar Association</i></p> <p><i>Joy Doyle          North Tahoe Business Association</i></p> <p><i>Michael Gelbman          Sierra Sun</i></p>	<p align="center"><b>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</b></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. <i>(3 minutes)</i></p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Chamber of Commerce Meeting Minutes</p> <ul style="list-style-type: none"> <li>• August 17, 2011 meeting minutes</li> </ul> <p>E. Chamber Program and Project Updates - Kym Fabel <i>(5 minutes)</i></p> <ul style="list-style-type: none"> <li>• Upcoming Chamber Activities</li> </ul> <p>F. NLTRA Report – Sandy Evans Hall <i>(10 minutes)</i></p> <p>G. Presentation: Small Business Development Center education partnership opportunities and services. Panda Morgan &amp; Tracy Chapman <i>(25 minutes)</i></p> <p>H. Presentation: California Assemblyman, 3<sup>rd</sup> District, Dan Logue, By Legislative Director, David Kruckenberg <i>(10 minutes)</i></p> <p>I. Squaw Valley Business Association (SVBA) Marketing Grant <b>(motion)</b> Caroline Ross SVBA <i>(15 minutes)</i></p> <ul style="list-style-type: none"> <li>• Presentation &amp; Review ROI 2009-10</li> <li>• Presentation &amp; Possible Action to Approve 2010-11</li> </ul>
---	--

<p><b><u>County Representative</u></b>  <i>Dave Snyder</i></p> <p><b><u>Quorum</u></b>  <i>7 members including 1 NLTRA  Board Director</i></p>	<p>J. Update on Special Event Development Grant Funding – Caroline Ross, Kali Kopley and Kay Williams (<i>10 minutes</i>)</p> <p>K. Community Map Workshop</p> <p>L. Committee Member Reports/Updates from Community Partners (<i>5 minutes</i>)</p> <p>M. Standing Reports <ul style="list-style-type: none"> <li>• Monthly Business Plan Implementation Report</li> </ul> </p> <p>N. Adjournment</p>
<p>This meeting site is wheelchair accessible <span style="float: right;"><i>Posted and Emailed-10/13/2011</i></span></p>	



**COMMITTEE: Chamber Advisory**  
**MEETING DATE: August 17, 2011**

**BOARD MEMBERS PRESENT: Phil GilanFarr, Alex Mourelatos & Kali Kopley**

**ACTION ITEMS TAKEN/REQUESTED:**

**Action: Kym to send out email on the 5<sup>th</sup> to see who is available on the 14<sup>th</sup> to attend the Event Task Force Meeting.**

**MOTIONS MADE/VOTE:**

- 3.2 M/S/C (GilanFarr/Ross) (7/0) to approve the Chamber of Commerce Advisory Committee with the above amendments**
- 4.1 M/S/C (GilanFarr/Williams) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from May 25<sup>th</sup>, June 23<sup>rd</sup> and July 20, 2011.**
- 7.5 M/S/C (GilanFarr/Kopley) (10/0) to approve the Special Event Grant Process with the above amendments and appointment of Kali Kopley and Caroline Ross as the Chamber Committee representatives on the NLTRA Special Event Development Task Force**

**BOARD APPROVAL/DIRECTION REQUESTED:**



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

**CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES**  
August 17, 2011 – 9 am

**Tahoe City Public Utility District-Board Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Mike Gelbman, Sherina Kreul, Mike Young, David Wilderotter, Caroline Ross, Kay Williams, Dave Snyder, Cheri Sprenger, Alex Mourelatos, Phil GilanFarr and Kali Kopley

**RESORT ASSOCIATION STAFF:** Kim Fabel, Andy Chapman, Sandy Evans-Hall, Judy Laverty and Emily Sullivan

**OTHERS IN ATTENDANCE:**

**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 9:07 pm by Chair Caroline Ross and a forum was established.

**2.0 PUBLIC FORUM**

2.1 Pettit stated that Wine on the Water is scheduled at the Hyatt with 25 wineries and 12 restaurants benefiting the Boys and Girls Club

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 Item G, Approval of Special Event Grant process and appointment of Committee Representation on NLTRA Special Event Development Task Force moved after item D, Approval of Chamber Of Commerce Meeting Minutes.

3.2 **M/S/C (GilanFarr/Ross) (7/0) to approve the Chamber of Commerce Advisory Committee with the above amendments**

**4.0 APPROVAL OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES FROM THE MEETING ON MAY 25 AND JUNE 23, 2011 and JULY 20, 2011**

4.1 **M/S/C (GilanFarr/Williams) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from May 25<sup>th</sup>, June 23<sup>rd</sup> and July 20, 2011.**

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

5.1 Kym stated that the CATT mixer was very successful. Upcoming Chamber programs for August are:

- August 23rd- ChamberEDucation '*Internet Marketing (Beginner)*'-Incline Village
- August 24th-ChamberEDucation '*Sexual Harassment Awareness*'-Cedar House Sport Hotel, Truckee
- August 25th-ChamberEDucation '*How to Start a Business*'-Incline Village

- August 31st-ChamberEDucation '*Thinking of Selling Your Business*'-Incline Village
- September 6 & 13th-ChamberEDucation '*Quickbooks*'- Granlibakken
- September 7th-ChamberEDucation '*Going Green*'- Tahoe City PUD
- September 8th Mixer-Holiday Mixer, Resort at Squaw Creek
- September 14th -ChamberEDucation '*Thinking of Selling Your Business*'- Tahoe City PUD
- September 21st -ChamberEDucation '*Internet Marketing (Beginner)*'- Tahoe City PUD

## 6.0 NLTRA MARKETING REPORT

- 6.1 Sandy reported that Kym is producing *Biz Bytes*, a weekly email distributed on every Monday. *Biz Bytes* includes NLTRA news concerning; Infrastructure, Transportation, Marketing, Membership Services, Visitor Information and Events. If there is anything the Committee would like in *Biz Bytes* please let Kym know on Fridays. Sandy attended the Western Association of Convention and Visitor Bureau Convention. She stated that the North Lake Tahoe Resort Association/Chamber is very unique and when compared to others in the west , Easters Placer County is ahead in TOT. There were some different consultants at the conference and after listening to them speak she feels that the NLTRA is on the right track.

## 7.0 APPROVAL OF SPECIAL EVENT GRANT PROCESS AND APPOINTMENT OF COMMITTEE REPRESENTATION ON NLTRA SPECIAL EVENT DEVELOPMENT TASK FORCE

- 7.1 Kym reported that there have been some additional changes made to the Grant process.
- The NLTRA Board suggested the creation of the Special Event Task Force to take over the process of granting the funds. The new Event Task Force is a compilation of 2-Chamber Members, 2-Marketing Members, 1- Board Member and 1-Lodging Committee. Kym will be sending the grant requests on September 9<sup>th</sup> to the task force for review. The task force Committee will then meet all day on September 14<sup>th</sup> to review the Grant Applications.
  - Applicants do not have to be a Chamber Member to apply for grant funds due to these being public funds granted.
  - Funds will be distributed to grant applicants upon their final report.
- 7.2 The Chamber needs to recommend two Chamber Advisory Committee Members to be on the Special Event Development Task Force. Kali Kopley and Caroline Ross volunteered to be on the Special Event Task Force. Caroline wanted to inform the Committee that the Squaw Valley Business Association may or may not apply for grant funds.
- 7.3 Dave voiced concern that the Chamber of Commerce Advisory Committee is not in charge of the Event Grant Process anymore. He feels like the Chamber Committee represents the people that produce events and should be involved in the process. Sandy explained that the new Event Task Force Committee is a compilation of 2-Chamber Members, 2-Marketing Members, 1- Board Member and 1-Lodging Committee Member. It will have Chamber Committee representation and marketing representation. Alex stated that this Committee has developed the program and it is time to let it go and have the task force take it over. There was concern that 2 Chamber members on the task force is not enough representation. There was also concern that the Task Force will be made up of big resorts. Caroline questioned if more Committee members could attend the September 14<sup>th</sup> meeting to review the Grant Applications. There is an open invitation for Committee members to attend. If others attend they need to inform Kym so she can distribute the Grant Applications to all interested parties on September 9th. Phil stated that some members on the board were frustrated with the lack of information in the ROI reports and how it relates to local

businesses and asked why no one, at first, from this Committee had volunteered to be on the Special Event Task force. The Committee discussed the importance of local events and how they enhance the community even though it is difficult to measure TOT. Those local events enhance the business communities and commercial core.

7.4 Now that the Chamber of Commerce Committee is not fully involved in the grant process there will be more time to focus on formulating new Chamber programs and benefits. Kym stated that this Committee will be involved with local/small businesses and they will look to this Committee for recommendations on advocacy and the development of programs that will support the business community. The Chamber needs to work on providing a great experience for North Lake Tahoe guests and to create events that enhance the lake basin at all times. The Chamber needs to make the visitors experience the best it can be.

**7.5 M/S/C (GilanFarr/Kopley) (10/0) to approve the Special Event Grant Process with the above amendments and appointment of Kali Kopley and Caroline Ross as the Chamber Committee representatives on the NLTRA Special Event Development Task Force**

**Action: Kym to send out email on the 5<sup>th</sup> to see who is available on the 14<sup>th</sup> to attend the Event Task Force Meeting.**

**8.0 REVIEW OF NLTRA BOARD APPROVED STRATEGIC GOALS FOR MEMBERSHIP SERVICES AND DISCUSSION/INPUT OF ACTION PLAN**

8.1 Sandy reviewed the Strategic Goals 2011-2016, 2011/2012 Action Plan with the Committee and some of the new roles for the Chamber Advisory Committee.

**Core Function: Membership Services/Economic Development/Business Advocacy**

- By 2016, the organization will have increased dues and non-dues revenue by a total of 50% (\$100,000) through development of programs and communication that add value to membership.
- By 2016, the organization will be the recognized business leader with public and private partners in the regulatory environment.
- By 2016, the organization will be the recognized voice of business for legislative issues as they impact tourism in E. Placer County.
- By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.
- By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

**9.0 COMMITTEE MEMBER REPORTS-**

9.1 **IVBA-** Mike Young join Incline at Biz Buzz at the Tikki Bar from 4-7 pm.

9.2 **NTBA-**Cheri Sprenger thanked Phil and her Board members for their support, a local business person's son Jacob was hit by a car. Pedestrian and safety awareness measures are being reviewed. They are working on putting together a day for Jacob in September where the proceeds will go towards his recovery. Last concert of the year is Friday night presented by Tahoe Dave's. They are also gearing up for passport for dining on October 6<sup>th</sup>.

9.3 **SVBA-**Caroline Ross reported that Peaks and Paws is scheduled for August 27-28 with a Bluegrass theme, this is a dog friendly event with a Mutt Strut and Tennis Ball competition in Cushing Pond. They are marketing on Capital Radio in Sacramento and Sacramento News and Review.

9.4 **TCDA**-Dave reported that there is an interim staff member named Jamie from Tuesday to Thursday and there are three more concerts scheduled for the summer.

9.5 **WSA**-Kay Williams reported that the West Shore Association's Tahoe Youth Ballet at Sugar Pine tonight at 6 pm fundraiser for the State Parks. On the 26<sup>th</sup> there is a Big band event at Sugar Pine at 6 pm.

#### 10.0 **STANDING REPORTS**

The following reports are in the Chamber Packed and posted on [www.nltra.org](http://www.nltra.org):

- **Monthly Business Plan Implementation Report**

#### 11.0 **ADJOURNMENT**

11.1 The Chamber Committee meeting adjourned at 10:37 am.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association



[www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com)

North Lake Tahoe's #1 Resource for Business & Community Information

## Event Schedule

### October

- |    |   |                |
|----|---|----------------|
| 20 | North Tahoe Truckee Leadership Breakfast<br>Blue Onion Café, Kings Beach  | 8:30am         |
| 20 | Chamber Education: Going Green<br>Mourelatos Lakeshore Resort, Tahoe Vista  | 12-2pm         |
| 20 | Mixer: Historic Fish Hatchery<br>Tahoe City   | 5-7pm          |
| 26 | Chamber Education: Is your business protected against identity theft?<br>Mourelatos Lakeshore Resort, Tahoe Vista |                |
| 27 | Annual Membership Luncheon<br>NT Event Center, Kings Beach  | 11:30am-1:30pm |
| 27 | Mixer: Happy Halloween from Sierra Sun<br>Truckee Office, Truckee Donner & NLT Chamber Members                    | 5-7pm          |

### November

- |    |   |                 |
|----|---|-----------------|
| 17 | Winter Recreation Luncheon<br>Olympic Village Lodge, Squaw Valley | 11:30am -2:30pm |
|----|---|-----------------|

### December

- |   |  |       |
|---|--|-------|
| 2 | Mixer: Christmas Tree Village<br>Incline Village | 5-7pm |
| 9 | Mixer: Celebrate the Holidays<br>Sunnyside       | 5-7pm |



# HAUNTED HATCHERY CHAMBER MIXER

&

## MASTERS OF THE NIGHT

### BAT LECTURE

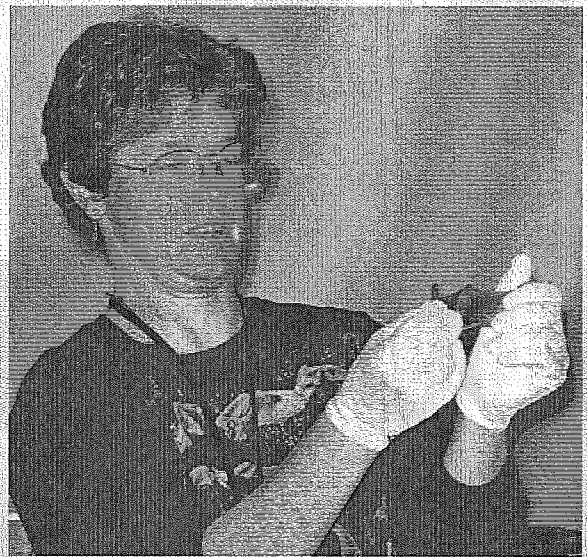
With **MARY JEAN (CORKY) QUIRK, NOR CAL BATS**

- Date:** Thursday, October 20, 2011
- Time:** 5:00 Chamber mixer with no-host bar.  
Program begins at 6:00 p.m.
- Cost:** \$10 admission to chamber mixer and lecture. Cash and checks only.
- Location:** UC Davis Tahoe City Field Station  
(Historic Fish Hatchery)  
2400 Lake Forest Rd, Tahoe City, CA

Get in the Halloween spirit at the UC Davis TERC Haunted Hatchery Chamber Mixer just east of Tahoe City. Enjoy fall themed appetizers and sip on a cup of warm cider or a glass of wine while exploring the restored historic building and interactive games in the Eriksson Education Center.

Then take a seat for our *Masters of the Night* bat lecture immediately following the mixer. Corky Quirk, a licensed bat conservationist and rehabilitator will discuss how myths and misconceptions of bats incite unfounded fears of our most important natural nighttime insect control. Learn about these mammals and their importance in our ecosystem. Live native California bats will be presented via-screen for viewing and discussion. Costumes welcome!

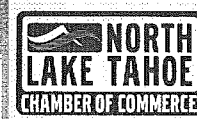
\*All bats are certified as non-releasable by California Department of Fish & Game and the U.S. Department of Agriculture.



*Mary Jean (Corky) Quirk is the founder of Nor Cal Bats, an organization with volunteers who provide care for injured bats and educational programs for public libraries and classrooms throughout the region. Corky has been working intensely with native bats for 7 years and has educated thousands of people.*



Additional sponsorship provided by:





The North Lake Tahoe Chamber of Commerce & Sierra Economic Development Corporation are proud to present:

# Business Identity Theft Compliance Workshop

*Calvin and Toni Ryan founded Ryan and Associates in 1989. Combined, they bring over 50 years of experience in the banking, medical and mortgage industries. Their primary focus has been with the business owners and organizations regarding identity theft compliance to current federal and state laws. Calvin and Toni Ryan carry the distinction of*

*CITRMS - Certified Identity Theft Risk Management Specialist.*

## In this class you will learn:

- What you need to know if you bill customers.
  - How much you will be fined if...
- What you can be held personally liable for...
  - Laws & How They Affect Businesses.
  - Business Liability when there is a Breach.
- Types of Identity Theft and Behavior Awareness.
- Tools for Creating a Policy to Protect Your Business.
- Identity Theft Awareness & Prevention Education.

Is your business protected?

Starting December 1, 2010 the FTC Identity Theft Laws (Red Flags Rule) will be enforced.

**Keep Your Business Out of Jeopardy! Avoid the FINES\$ and Protect Your Bottom Line**

**All Classes are \$55 per person , Noon—1:30pm**

**Date:** Wednesday – August 10, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Date:** Thursday – September 22, 2011

**Location:** Granlibakken, Tahoe City CA 96145

**Date:** Wednesday – October 26, 2011

**Location:** North Tahoe Event Center, Kings Beach CA 96143



Bring your lunch

**Don't miss out on these valuable classes!**

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)

Space is limited, so don't delay. Must Pay in Advance by Credit Card or Check!

**GRANLIBAKKEN**  
CONFERENCE CENTER & LODGE • LAKE TAHOE



# ANNUAL CHAMBER MEMBERSHIP LUNCHEON

OCTOBER 27, 2011 NOON

\$35 members / \$45 Non-members

*After Oct 24: \$40 members/\$50 non-members*

*Catered by Bella Affair*

NORTH TAHOE EVENT CENTER  
8318 North Lake Blvd  
Kings Beach, CA 9143

## THE CHANGING FACE OF THE NORTH LAKE TAHOE SKI INDUSTRY

Panel Presentations By

**Bill Rock — GM, Northstar At Tahoe**

**Art Chapman—CEO, JMA (Alpine & Homewood)**

**Andy Wirth—CEO, Squaw Valley**

- With new ownership of our larger mountains, what is the future of skiing in North Lake Tahoe?
- What's new on the mountain?
- What does the merging of Squaw & Alpine mean for employees & skiers?

**DEADLINE FOR REGISTRATION: Friday, October 24, 2011**

Name(s) \_\_\_\_\_

Company \_\_\_\_\_

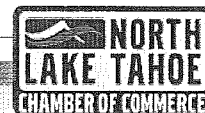
Billing Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. code \_\_\_\_\_

Check Enclosed? *Send to: PO Box 884, Tahoe City, CA 96145*

North Lake Tahoe Chamber of Commerce



Contact: Kym Fabel, Chamber Manager, 530-581-8764, Fax: 530-581-1686, Kym@PureTahoeNorth.com



October 14, 2011

To: Membership Advisory Committee  
Fr: Membership Services Manager  
Re: a) Presentation of the Squaw Valley Business Association (SVBA) ROI for the 2009-10 Business Association Grant  
b) Presentation, Discussion, and Possible Action to Approve the 2010-11 Business Association Grant Request for the SVBA

**Background**

Per the NLTRA contract with Placer County, NLTRA administers a \$50,000 marketing grant program that involves 5 business associations. The “gentleman’s agreement” between the associations is that each association requests \$10,000. These grants differ from the Special Event Development Grants in that they do not require a deadline for submission. They do require an ROI before the granting of new funds.

**Requested Action**

Presentation, discussion and possible action to approve the 2010-11 grant request for the Squaw Valley Business Association



ROI for the Community Marketing Grant Program  
2009-10

**SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW**

The Squaw Valley Business Association (SVBA) is made of 6 lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley USA and the Resort at Squaw Creek), Squaw Valley Ski Corporation and the Squaw Village Neighbourhood Company.

The purpose of the corporation is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently the SVBA maintains an annual operating budget of \$24,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual monies to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

The Squaw Valley Business Association was awarded \$10,000 for FY-09/10 from the Community Marketing Program for the following two programs:

- Squaw Valley New Year's Eve Fireworks Display: December 31, 2009
- Wanderlust Festival: July 29-31, 2010

We greatly thank you for your support!

### **Post Event Summary/Fireworks:**

Goal: To keep day skiers in the Valley to dine/shop  
To draw people from outside of the Valley to dine/shop  
To enhance guest experience and encourage bookings over holiday period

Event Attendance	= 5000 people at base area
Food & Beverage/Retail Revenue	= 5 X that of a non-firework holiday
Valley Room Occupancy	= 856 rooms x double occ= approx 2000 guests
Valley Room Revenue	= 856 rooms x average \$300/night = \$256,800
2% TOT Revenue	= \$5136
Funds Awarded	= \$5000

#### Promotional Plan:

Print: The Weekly, Action, Sierra Sun, Bonanza, SV Times & Posters  
Web: Squaw.com, thevillageatsquaw.com & e-mail blasts  
Radio: KTKE  
PR: Squaw/in house & Lyman PR

#### Expenditures:

GL Insurance, Fireworks Contract, In-kind labor/SVSC

#### Future:

It is not our intention to request a grant for this program moving forward.  
NYE Fireworks will continue, however they will be funded internally by SVBA or via other resources.

### **Post Event Summary/ Wanderlust Festival:**

Goal: To attract an educated, affluent and ecologically minded heads in beds  
To retain and expand on event in Squaw Valley  
To increase local business revenue

Event Attendance	= 6000 people
Food & Beverage	= in line w/revenue generated during Christmas
Retail Revenue	= 2 X that of a normal peak/July day
Valley Room Occupancy	= 856 rooms @ 75% of which were here for WF
Valley Room Revenue	= 642 rooms x average \$200 x 2n= \$256,800
2% TOT Revenue	= \$5136 (conservative)
Funds Awarded	= \$5000

#### Expenditures:

Payment of \$5000 to Wanderlust Organization to supplement additional \$5000 sponsorship from SVNC for total of \$10,000 in support of 2010 event.

#### Promotional Plan:

Print: 25,000 flyers, 3000 posters/The Weekly, Moonshine Ink, Sierra Sun et al  
Web: wanderlustfestival.com  
Radio: CPR/Sacramento, KFOG, KTHX, KCRW & KTKE

PR: contracted in addition to Squaw/in house & Lyman PR

Expenditures:

See budget provided by Wanderlust Organization for 2011

Future:

It is not our intention to request a grant fund for this program moving forward. We do however hope that the NLTRA will consider the Wanderlust Festival for future sponsorship to ensure it stays for many years to come as a signature, Lake Tahoe, event.

*Caroline Ross*

Sincerely,  
Squaw Valley Business Association  
PO Box 2915 Olympic Valley, CA 96146



Proposal for the Community Marketing Program  
FY2010-11

Proposal for consideration by:  
The North Lake Tahoe Resort Association's  
Community Marketing Program

## SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of 6 lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley USA and the Resort at Squaw Creek), Squaw Valley Ski Corporation and the Squaw Village Neighbourhood Company.

The purpose of the corporation is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently the SVBA maintains an annual operating budget of \$21,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual monies to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.



Thanks to the support we received in 2006 from this program plus additional funding that we split internally, the SVBA produced and printed 100,000 copies of a Squaw Valley Map. The piece has proven to be valuable to us, our business partners and our guests. We would like to redesign and enhance this map to include shopping, dining and annual events not much unlike what our other Community Partners have produced and in keeping with the "Renaissance Transformation" currently underway in Squaw Valley.

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for funds slated for our use from FY2010-11 to assist us in the 1<sup>st</sup> step of a 2 step this project.

**A. STEP ONE: RE-DESIGN OF MAP & ½ OF PRODUCTION**

At this time we are working to select a design firm to work with however are waiting on finalization of new way finding/directional signage for the base area of Squaw Valley USA. We feel this will help guide us in the right direction as it is our desire to produce a piece that makes sense and has a cohesive look with the Resort's new design initiatives.

We apologize for the tardiness of our request we just wanted to be confident in our collaborative choice of project. Having an understanding now of what our budget will look like and confirming your support will only help make the process easier.

---

Subsequently, it is the intent of the Squaw Valley Business Association to submit an application for \$10,000 this FY 2011-12 to assist with continuation of this project.

**B. STEP TWO: ½ OF PRODUCTION & DISTRIBUTION – coming soon!**

In addition to having copies on hand at each of the properties for distribution in market and so that they can be mailed out to potential groups and guests, we plan to distribute throughout the region via Certified Public Folder Display and also plan to distribute out of market to various data bases and via sales team efforts.

Once produced our organization would also work to ensure that the collateral/map be downloadable off each of our proprietary websites

---

The success of the project will be measured by our guest and visitors pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which will be tracked via a unique #. Distribution numbers for the map will also speak for themselves.

On behalf of PlumpJack Squaw Valley Inn, Resort at Squaw Creek, Squaw Valley Ski Corporation, Olympic Village Inn, Red Wolf Lodge, The Village at Squaw Valley USA and Squaw Village Neighbourhood Company, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross  
Squaw Valley Business Association Representative  
PO Box 2915 Olympic Valley, CA 96146



October 14, 2011

To: Membership Advisory Committee  
Fr: Membership Services Manager  
Re: Update of the Special Event Development Grant Funding

**Background**

Per the approved Special Event Grant process, the Special Event Task Force, with staff support, conducted a grant review on September 14<sup>th</sup> for the FY 2011/12 Special Event Development Grant Program. Applicants were given 10 minutes to present their special event to the task force and answer any questions tht the task force may have. 21 total grant applications were presented.

The Taskforce members are listed below:

Membership Advisory Committee: Kay Williams (Granlibakken) and Caroline Ross (SVBA)

Marketing Committee: Kevin Hickey (Tahoe Adventure) and Heather Allison (Ritz-Carlton)

Lodging Committee: Debi Milani (Coldwell Bankers Rentals)

NLTRA Board of Director: Kali Kopley (Uncorked)

On October 5<sup>th</sup>, the NLTRA Board of Directors approved the funding for 17 of the 21 applicants receiving \$46,250 of the \$50,000 available funds.

NLTRA FY 2011/12 Special Event Grant Program

Organization Name	Event Name	Event Date	\$ Request	Recommended Funding	Stipulation
1 Squaw Valley Institute	Luminaries on the Lake	Year long	\$5,000	\$ 5,000	Shoulder nt to match w/events
2 Big Blue Adventure	Adventure Sports Week	15-Jun	\$10,000	\$ -	Sponsorship level to marketing
3 Big Blue Adventure	Tahoe Trail Running	summer to fall	\$3,000	\$ 1,500	
4 Big Blue Adventure	Lake Tahoe Triathlon	18-Aug	\$3,000	\$ 3,000	
5 Tahoe Youth Ballet	ChoreoLab 2012	August	\$2,505	\$ 2,500	tracking lodging, pkgng in Placer Co.
6 Tahoe Forest Hosp	Gene Upshaw Golf Classic	15-Jul	\$5,000	\$ 5,000	media exposure
7 Squaw Valley USA	Squaw Valley Criterium	TBD	\$2,500	\$ 2,500	
8 American Endurance Ride	Royal Gorge Round-up Ride	15-Sep	\$1,075	\$ 850	website
9 Northstar	ProGRT Mountain Bike Race	3-Aug	\$5,000	\$ 4,000	100% match up to \$4000 cash mkt contribution, b-roll for NLTRA
10 Northstar	Lake Tahoe Trail 100K	24-Jul	\$5,000	\$ -	Marquis, marketing comm
11 Granite Chief Comm.	Sideways Slalom	March 3 or 10	\$2,500	\$ 500	
12 Tahoe City Wine Walk	Tahoe City Wine Walk	16-Jun	\$2,500	\$ -	NLTRA in kind
13 Tahoe Sierra Century	Tahoe Sierra Century	22-Sep	\$3,500	\$ 2,000	tracking TOT, fund balance going forward, post event survey
14 Ca State Parks	Snow Heritage	January - March	\$1,500	\$ 1,500	
15 Ca State Parks	Living History Day	28-Jul	\$2,500	\$ 2,500	
16 Auburn Ski Club	Squaw Valley Mountain Run	4-Aug	\$2,400	\$ 1,500	tracking TOT, fund balance going forward, post event survey
17 Rahives Bonzai Tour	Rahives Bonzai Tour	Feb & March	\$4,500	\$ 4,500	tie in w/snowfest w/sv wknd
18 Tahoe Maritime Museum	Tahoe Boats of the 1920's	May - August	\$4,897	\$ 4,900	
19 Sustainable Tahoe	Tahoe Expo	June and September	\$6,000	\$ -	include Placer Co before further funding
20 Tahoe Mountain Sports	Disc Golf	13-Oct	\$1,500	\$ 1,500	
21 Flow Artistry	Lake Tahoe Flow Arts Festiv	6-Sep	\$3,000	\$ 3,000	understand TOT

TOTAL \$76,877 46250

all events get access to media, photography for NLTRA  
Lodging promotion on all websites  
mou after nltra mtg



October 14, 2011

To: Membership Advisory Committee  
Fr: Membership Services Manager  
Re: Community Map Workshop

**Background**

The Community Map is going into its 3<sup>rd</sup> reprint and may need some editing and enhancing. The committee has been asked to bring their ideas and edits to the October 19<sup>th</sup> meeting.

Currently this map is being distributed through Certified Folders to South and North Lake Tahoe. This distribution has been supported through NLTRA marketing funds. It is also being distributed through the 5 business associations and the 3 visitor centers (Tahoe City, Incline Village, and Kings Beach)

FY 2011-12 there will be increased distribution through Reno Tahoe International Airport Welcome Center and the California Welcome Centers in Auburn and Truckee.

**The need:**

Staff will integrate all recommended changes into one map and forward to SDBX Studios. All changes and reprinting must be done to meet the delivery deadline of December 15<sup>th</sup>. This is the approximate date that Certified Folder will run the current edition.

# 2010-11 Business Plan Progress Report

**AUG/SEPT 2011**

**Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members**

- Aug 4 — Mixer hosted by Bradley Maintenance, Incline Village
- Aug 9 — Mixer with TD Chamber hosted by Northstar
- Sep 8 — Mixer with TD Chamber hosted by Resort at Squaw

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community**

- Aug 2 — Breakfast Club
- Sep 6 — Breakfast Club

**Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services**

- Aug 15 — Ribbon Cutting at Eppic Studios
- Weekly interviews featuring members & events on KTHO radio

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability**

- Aug 9 — Chamber Ed — Costco Restaurant Gift Card Presentation
- Aug 24 — Chamber Ed — Sexual Harassment Awareness, Truckee
- Sep 6 & 13 — Chamber Ed — Quickbooks, Granlibakken

**Percentage of Membership by Location**

	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	27%	27%	27%	27%	27%
Truckee	14%	15%	14%	14%	14%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	6%	6%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total Members</b>	<b>638</b>	<b>555</b>	<b>525</b>	<b>520</b>	<b>525</b>	<b>520</b>	<b>520</b>