



**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Wednesday, October 27, 2010 – 8:30am**

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**

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments*

**To help ensure the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project. At each meeting, we will: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.**

**Chamber of Commerce  
Advisory Committee  
Members**

**NLTRA Board:**

*Debra Dudley  
Alex Mourelatos  
Deanna Gescheider  
Kaliopi Kopley  
Phil GilanFarr*

**Committee Members:**

*Cheri Sprenger, Chair  
North Tahoe Business  
Association*

*Justin Broglio  
Tahoe City Downtown  
Association*

*Jan Colyer  
TNT/TMA*

*Sherina Kreul  
Bank of the West*

*Kay Williams  
West Shore Association*

*Mike Young  
Incline Community  
Business Association*

*Joy Doyle  
Village at Northstar  
Association*

*Elizabeth Hill  
Squaw Village  
Neighborhood Company*

*Michael Gelman  
Sierra Sun*

**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce 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)*
- C. Agenda Amendments and Approval
- D. Approval of the Chamber of Commerce Meeting Minutes – October 6, 2010
- E. Chamber Program and Project Updates - Kym Fabel *(10 minutes)*
  - Monthly Business Plan Implementation Report
  - Upcoming Chamber Mixers and Activities
- F. Review, Discussion and Possible Action for Recommendation to NLTRA Board of Directors Funding of Community Marketing Grant Applicants
- G. Committee Member Reports/Updates from Community Partners *(5 to 10 minutes)*
- H. Adjournment

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**County Representative**

*Ron Yglesias*

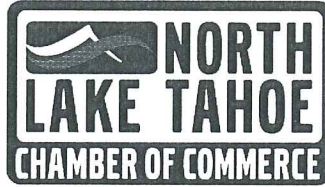
**Quorum**

2 Board Members

1 Lay Member

**This meeting site is wheelchair accessible.**

***Posted and e-mailed,***



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

**CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES**

**October 6, 2010 – 9:00 am**

**Tahoe City Public Utility District**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Joy Doyle, Jan Colyer, Justin Broglio, Cheri Sprenger, Ron Yglesias, Kali Kopley, Mike Young and Kay Williams

**RESORT ASSOCIATION STAFF:** Kym Fabel and Emily Sullivan

**OTHERS IN ATTENDANCE:** Heather Segale

**1.0 CALL TO ORDER – ESTABLISH A QUORUM**

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:08 a.m. by Chair Cheri Sprenger, however a quorum was not established, due to the lack of two NLTRA Board members.

**2.0 PUBLIC FORUM**

- 2.1 Kym said that Pettit sent an informational update via email on Restaurant Week. Pettit reported that there was a 23% increase in the number of guests and revenue compared to the same time last year and 24% of the guests ordered the Restaurant Week Menu. There were 29 participating restaurants and her goal for next year is 50. The PR value generated from Restaurant Week was \$93,200. Pettit spoke to all the Restaurants and they asked her to move the date to a slower time of year. She has tentatively scheduled Restaurant Week for the week of October 2-9, 2011.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 **Due to the lack of a quorum the Committee accepted the agenda by acclamation.**

**4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES**

- 4.1 **The minutes from August 25, 2010 were tabled until next month.**

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL**

Kym Fabel reported on the Chamber Program and Project Updates. Kym reported that there was a Holiday Mixer at the Resort at Squaw Creek on September 8<sup>th</sup> which was very successful. On September 14<sup>th</sup> the Chamber co-sponsored a ChamberEd class with SHRA on the 'Art of Public Speaking.' Another ChamberEd class 'Windows 7 and Office 2010' was held on September 21<sup>st</sup>. The Membership Luncheon is scheduled for October 13<sup>th</sup> at the North Tahoe Event Center and Joanne Marchetta from the TRPA will be the keynote speaker. There will be an NLTRA end of the year report by Ron Treabess. The Chamber along with the Sierra Sun and the Lake Tahoe Bonanza will be conducting the Washoe and Placer County Candidate Forums this week and next week. There are two Candidate Forums occurring this week; the NLTFPD is scheduled for tonight, IVGID is



scheduled for tomorrow night and Placer County is scheduled for October 12th. Kym reported that she has started planning the NLTRA Board Elections and the Small Lodging, Recreation and a General Seats are open for a 3 year term. The filing deadline is Friday November 5, 2010.

**6.0 REVIEW DISCUSSION AND POSSIBLE ACTION ON MICHAEL GLEBMAN NOMINATION TO THE COMMITTEE REPLACING RYAN SLAUBAUGH**

6.1 Kym said that Ryan Slaubaugh is departing the area and Ryan recommended that Michael Gelbman replace him on the Chamber Advisory Committee. Cheri said that she supports Michael Gelbman replacing Ryan Slaubaugh on the Chamber Advisory Committee. The committee recommends to the NLTRA Board that Michael Gelbman would be a good replacement for Ryan Slaubaugh.

**7.0 PRESENTATION ROI REPORT-2009 COMMUNITY MARKETING PROGRAM GRANT TO UC DAVIS TAHOE ENVIRONMENTAL RESEARCH**

7.1 The TERC Historic Fish Hatchery Open House and Education Center Grand Opening was granted \$2,500 to market the event. Heather reported that they had over 660 people attend the Grand opening of the Fish Hatchery which exceeded their expectations. They used \$2,500 to advertise the event in the following ways: created 500 flyers in-house and distributed them to the local schools and throughout the Lake Basin, had the NLT Chamber of Commerce produce three Chamber Blasts for \$280, advertised in 101 Fun Things for \$250 and the Tahoe Quarterly for \$250, advertised on Tahoe TV for \$900, printed and mailed postcards and invitations for \$500 and created sponsor posters and banners which they posted at the event and around town for \$320. They judged their success by the number of attendees which was 660 and the number of annual visitors to the Fish Hatchery which is an estimated 1,188 visitors to date. They also conducted a survey to see where their participants came from and 16.7% were part time residents, 83.3 were visitors and 33.3% owned a home in the Lake Tahoe Basin. They did a survey to see how people felt about the center and the exhibits and the exhibit ratings were 4.17-5 (out of 5) and the effectiveness ratings were 4.5-4.83 (out of 5). The Return on Investment was out of 660 attendees an average of 25% were out-of-town visitors and 8 out-of-town volunteers totaling 37 overnight stays. The estimated local spending on food, activities and rentals was \$2,484. Kym asked Heather what the hours of operation are in the winter for the center. Heather replied that they are open by appointment and have docents available for tours.

**8.0 OCTOBER MEETING SCHEDULED ON REGULAR DAT E**

8.1 Kym stated that the October meeting is scheduled for October 27, 2010 and the Community Marketing Grant applicants will be presenting at the meeting. Kali asked if it would be possible to just have a meeting concerning the Community Marketing Grant applicants so another special meeting does not need to be scheduled. Cheri said that the Committee needs to limit the presentation time for each applicant. She said that the next meeting should consist of one and half hours designated for presentations and a half hour for the Committee to evaluate the applicants' requests. The Committee discussed the ROI due dates and Cheri said that staff needs to be responsible for ensuring that grantees do the ROI report within 90 days and they use the money appropriately. She also said that staff needs to remind the grantees when their event is completed that their ROI report is due in 90 days. Kym said that at this time the Granite Chief Communications is the only ROI report that is late. The Committee wants to know what the exact grant dollar amount is. Kym will check with Andy and get back to the Committee with the breakdown of the Community Marketing Grant funds. She said on October 15<sup>th</sup> she will send all of the Grant Applications to the Committee and inform the applicants that they need to be at the October 27<sup>th</sup> meeting to present. Kym asked the Committee if they would like to start the meeting at 8:30 instead of 9 am. The Committee agreed to start the meeting a half hour early. She also said the Ambassador Program was scheduled for completion in October and will be moved to the November meeting.

After discussion the Committee agreed to move the November meeting to November 17<sup>th</sup>. Kym reviewed the applications with the Committee that she has received at this time. The Committee discussed the past applications and the new applications and the benefits they bring to the community. If applicants are re-applying they must use part of their presentation time to do their ROI. The Committee directed staff to schedule each presentation for 5 to 7 minutes. Cheri is concerned about the amount of money that applicants are requesting. Some applicants are asking for too much money. Kay said that she feels that we can go back to the applicants and discuss the amount of money that they are asking for. The Committee discussed using the funds to get events started not keep them going.

## 9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

9.1 **ICBA**- Mike Young reported that they are celebrating their one year anniversary.

**West Shore Association**-Kay reported that the West Shore Association is looking at the status of the West Shore. They have lost some businesses on the West Shore and are looking at restructuring.

**NTBA**-Cheri said Passport to Dining is tomorrow. You can buy tickets on their website, the tickets are \$25. There will be a California Gold Pass up for grabs at the Passport to Dining auction. The Board of Supervisors meeting is scheduled at Lake Tahoe at Granlibakken on October 19<sup>th</sup>.

**NORTHSTAR**-Joy reported that Mountain Biking in the Park and Golf are still open.

**TMA**-Jan reported that Tart starts winter services including the Night Rider on December 11<sup>th</sup>. They will be doing all of their collateral in the near future and distributing it in the community. They will have the TMA meeting tomorrow at Granlibakken at 8 am.

**TCDA**-Justin reported that the Tahoe City Harvest Fest starts this Saturday October 9<sup>th</sup> with the Cobblestone Octoberfest. There is a list of the Harvest Fest events on the website [visittahoeecity.com](http://visittahoeecity.com)

## 10.0 ADJOURNMENT

10.1 The meeting was adjourned at 10:38 a.m.

Submitted by,  
Emily Sullivan  
Program Assistant