



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

Wednesday, September 10th, 2014 – 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

**Business Association
and Chamber
Collaborative Members**

NLTRA Board:

Kaliopé Kopley

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc

Dave Wilderotter
Tahoe Dave's

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business
Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

County Representative

Dave Snyder

Quorum

3 members including 1 NLTRA
Board Director

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 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)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes-**MOTION**
 - July 9th, 2014 Meeting Minutes
 - August 13th, 2014 Meeting Minutes
- E. 2013/2014 50K Product Development Update
 - High Notes & Peak Your Adventures (Summer 2014)
 - Spend on Campaigns
- F. 2014/2015 70K Product Development Funding Update
 - Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
 - Shop Local Discussion, Touch the Lake Discussion
- G. Special Event Grant 50K-Update
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, August 13, 2014

North lake Tahoe Visitor Information Center

MINUTES

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

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Ginger Karl, Kalie Ceglia, Judy Lavery

OTHERS IN ATTENDANCE: None

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:10 by Caroline Ross although no quorum was established.

- **Public Forum**

- No Public Forum

- **Agenda Amendments and Approval**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC agenda for August 13, 2014**

- **Approval of the Meeting Minutes (Motion)**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from June 11, 2014- (previously unapproved)**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from July 9, 2014**

- With the amendment from July 9, 2014 Minutes to read:
Consensus of committee is that the photographs in Peak Your Adventures for next year should be more engaging and relevant

- **2013/3014 50K Product Development Update**

- High Notes & Peak Your Adventures (Summer 2014)
 - o Peak Your Adventures update was sent from Nate Burch to committee
 - There have been 223 photo impressions, 307 hashtag impressions, 295K Facebook impressions, and 305K campaign impressions, spend so far has been \$30,663.50
 - Surplus of funding between the two campaigns is \$3-4K currently
 - Request was made to have the surplus used to purchase Shop Local decals

D-1

- **2014/2015 70K Product Development Funding Update**

- Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
 - Shop Local Discussion-
 - It was agreed that the Marketing committee was not needed for approval to move ahead with Shop Local
 - A recap of Peak Your Adventures will be provided to the committee by Abbi Agency
 - Touch the Lake creative to begin , Michael, Joy Ginger, and Stacie to make up the sub-committee

Approval of the Special Event Grant 50K Criteria and Scoring System

- **M/S/C (Gelbman/D (7-0-0) Approval of the Special Event Grant 50K Criteria and Scoring System**

- This will go to the Board of Directors for approval in the August 3, 2014 meeting
- Judy to set a date to start Grant application reviews

- **Adjournment**

- The meeting was adjourned at 10:21am.

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



Peak Your Adventure Contest #1 Recap

Digital Engagement



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Peak Your Adventure

Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the lake and visit mountain resorts in North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print and digital ads
- Posters and Postcards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

Strategy :

- Paid social media outreach through Twitter ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users
- Outreach to resorts for campaign shares



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Results by the Numbers

1 Media Placement

223 Photo Entries

307 Hashtag Uses

295,000 Facebook Impressions

305,000 Campaign Impressions

E-3



Results by Channel

Facebook Data

- Paid Campaign Impressions: 295K
- Total Number of Likes: 81.5K*
- Gained During Campaign: 17.2K*
- Gender Demographic : 62% female; 38% male*
- Total Impressions: 2.6m*
- Total Shares and Likes: 60.5K*

Twitter Data

- Campaign Impressions: 10,635
- Campaign Engagement: 266
- New Followers: 435*
- Link Clicks: 898*
- Gender Demographic: 59% male; 41% female*
- Total Mentions: 195*

Instagram Data

- Total Campaign Likes: 857
- Total Photos with tag: 223
- New Followers: 680*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the first contest, from June 26 through July 31.



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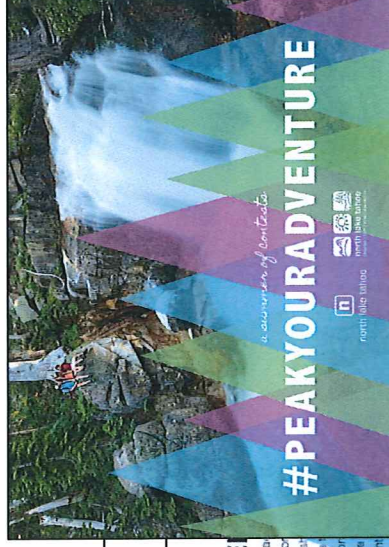
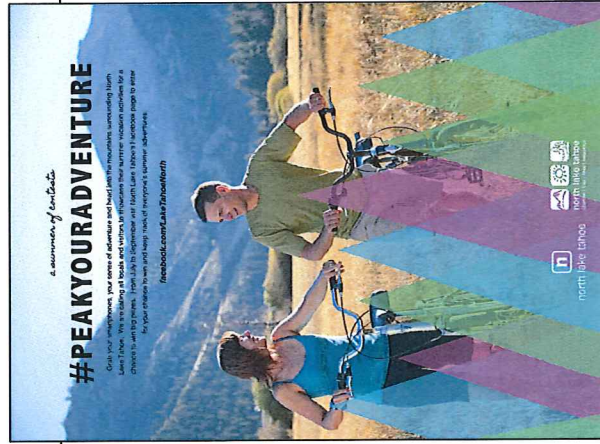
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Print Collateral

The Abbi Agency created a poster and postcard to distribute among participating resorts (Squaw/Alpine, Northstar, Sugar Bowl)



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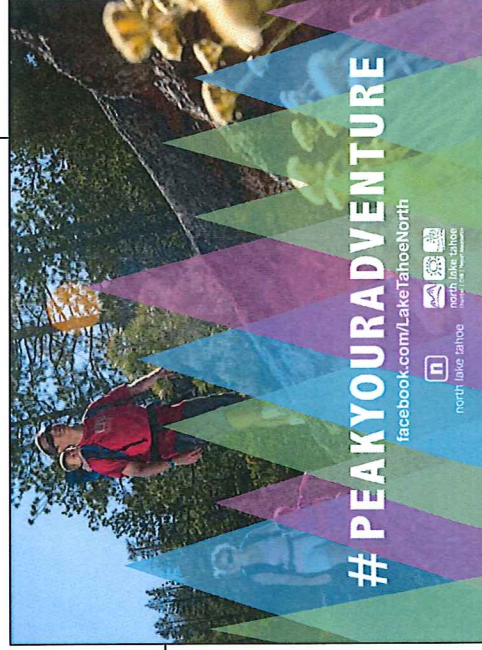
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Digital Banner Ads

The Abbi Agency created eight online ads



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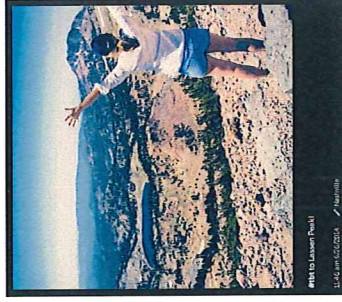
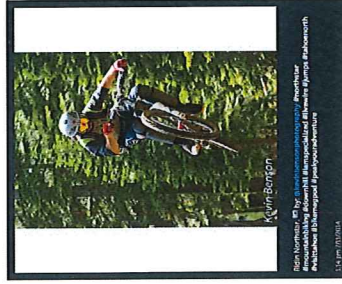
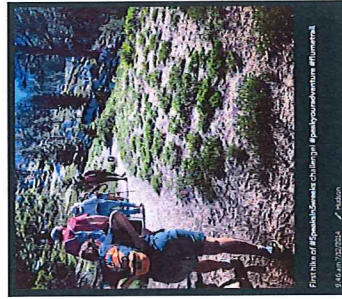
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Contest

The #PeakYourAdventure campaign engages with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore mountain resorts summer months. Through monthly photo contests with large prize packages, fans and followers are driven to social media channels and encouraged to share their experience and use the hashtag.



Start Date: June 26
End Date: July 31

Results:

- Total photo submissions: 223 (214 submitted through Instagram, 6 through Twitter)
- Number of times the #hashtag was used: 307



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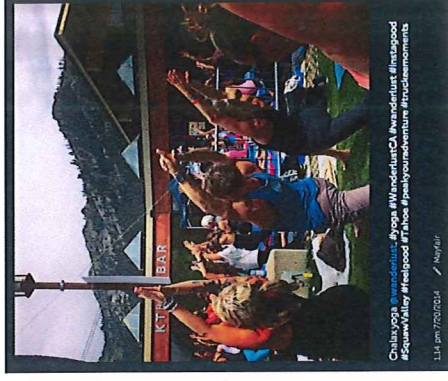
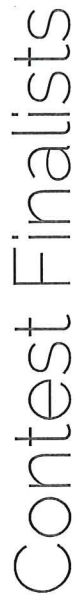


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Post Highlights





Thank You

01-10

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Touch The Lake Meeting Notes

People in Attendance: Liz Bowling, Ginger Karl, Michael Gelbman, Kalie Ceglia

Thanks again for bringing The Abbi Agency (TAA) on board to run the design and social media portion for the following campaigns:

1. Peak Your Adventure
2. Touch The Lake
3. High Notes
4. Shop Local

We are super excited to be involved with such great programs (and team!!) and look forward to bringing heightened awareness and engagement to each. Wanted to first outline feedback for Peak Your Adventure and best next steps to move forward:

- Revise creative elements (didn't show enough action/adventure images; needs a new look/feel)
- Consider photo montage elements (refer to KB construction campaign)
- Liked contest elements -- will continue with similar strategy for Touch the Lake
- Need to create overlap creative for Peak Your Adventure and Touch the Lake (some consistencies to show a holistic brand campaign)
- Continue using the North Lake Tahoe logo
- Communicate community involvement... take away: while visiting North Lake Tahoe, visit ALL communities; highlight uniqueness
- Communicate a unified message:
 - Keep them here
 - Keep them moving around
 - Unique but consistent

Fall/Winter Campaigns

Shop Local (launching in Fall; year round):

- Hospitality holidays = grand prize (for \$300 spend)
- Sticker program (interested retailers will receive 10 stickers for free and can purchase additional stickers for \$1 each and sell for \$3)
- Launching in fall 2014

Peak Your Adventure and Touch the Lake

- Overlap campaign = Oct/Nov
- TAA to develop creative elements

Touch the Lake (launching Thanksgiving through mid- April):

- Highlight things to do around the lake in winter; highlight communities
- Goal = drive traffic to the lake in winter months by showing the variety of things to do: gamble (subtle cues), dining, snowshoeing, shopping, etc.

Collateral Materials:

- Light pole banners
- Posters
- Post cards

Timing:

- TAA to present creative to the BACC on 10/8 @ 9am

Next Steps:

- TAA to provide an updated proposal and costs associated
- TAA to advise on results - how to attribute engagement and growth specific to campaign (vs. NLT as a whole)
- For the remainder of the Peak Your Adventure campaign, TAA will communicate with the following: Mike, Ginger, Nate, Andy