



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND  
CHAMBER COLLABORATIVE (BACC)**

Date: Thursday, October 17, 2019

Time: 1:00pm

Location: Tahoe City Visitors Information Center,  
100 North Lake Blvd., Tahoe City, CA 96145

**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.”

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**Committee Members:**

**Chair:** Caroline Ross, Squaw Valley Business Association  
**Stephen Lamb**, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association  
**Alyssa Reilly**, North Tahoe Business Association | **Jody Poe**, Tahoe.com  
**Greg Long**, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort  
**Kay Williams**, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association  
North Lake Tahoe Resort Association Board Member: **Jim Phelan**  
North Lake Tahoe Resort Association Board Member Alternates: **Karen Plank/Aaron Rudnick**  
Placer County Representative: **Erin Casey/Emily Setzer**

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**AGENDA**

TO CALL IN: 1-712-770-4010, access code: 775665

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval – **MOTION**
4. Approval of Meeting Minutes
  - a) Thursday, August 15, 2019 – **MOTION**

**Discussion & Strategy:**

5. TBID Update: Budget; Board Structure; Timeline – Rob Kautz (15 minutes)
6. NLTRA Update – Liz Bowling (35 minutes)
  - a) In-Market Tourism Development Meetings | BACC Meetings: Refresh on Structure; Feedback; Strategic Planning Session
  - b) Outline of Meeting Dates (In-Market Tourism Development; BACC)
  - c) Update: Chamber Programming
7. Review of Shopping Videos – Amber Burke (15 minutes)
8. Business Advocacy | Economic Vitality – Kylee Bigelow, Alyssa Reilly
9. Business District Updates (25 minutes)
10. Placer County Update (10 minutes) – Emily Setzer
11. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*



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**BUSINESS ASSOCIATION AND CHAMBER  
COLLABORATIVE MEETING**

Thursday, August 15<sup>th</sup> at 1:00pm

**NLTRA**

**100 North Lake Blvd., Tahoe City, CA 96143**

**PRELIMINARY MINUTES**

Committee member in attendance: Jim Phelan, Alyssa Reilly, Kylee Bigelow, Caroline Ross, Steven Lamb, Liz Bowling, Emily Setzer, Kay Williams, Jody Poe (called-in)

Other in attendance: Chelsea Walterscheid (Sierra Business Council)

1. Call to Order – Establish Quorum – Quorum was established at 1.01pm
2. Public Forum – Liz welcomed Katie Biggers
3. Agenda Amendments and Approval  
**MOTION to approve agenda M/S/C (Phelan/Bowling) (7/0/0)**
4. Approval of Meeting Minutes  
**MOTION to approve Meeting Minutes from April 25, 2019 (Lamb/Bigelow) (7/0/0)**

5. Presentation; Sierra Green Business Network  
Chelsea Walterscheid with Sierra Business Council shared a new opportunity they just launched on Sierra Green Business Network. Included in the California Green Business Network (CAGBN), Sierra Green Business Network will work on certifying green businesses in the Truckee-Tahoe region. CAGBN leads the state and nation in working with small to medium sized businesses to create a vibrant green economy. Chelsea shared the positive reason for becoming certified and how to get the process started and is hoping the business association will help with the outreach process. There will also be a workshop on October 23, 2019. Location TBD.

**Action (Liz): Share the Take Care Tahoe campaign with Chelsea.  
Share the committee members e-mail with Chelsea.**

6. NLTRA Update:
  - a. TBID – Liz shared an update on the TBID process. Rob is currently meeting with the larger stakeholders and the petition drive will start in late September and October. Liz shared there is a lot of support from the lodging community.
  - b. Chamber Programming – Liz shared an updated calendar with a tentative schedule including Breakfast Club, Networking Mixers, Trainings & Workshop and other meetings.
  - c. Winter Visitor Guide – Liz put together a new production timeline so the Winter Visitor Guide will be published prior to Thanksgiving.

d. Crisis Communication Plan For Fire Season – Liz put out a communication piece on the Crisis Communication Plan For Fire Season along with a survey to the local business owners.

7. Business Advocacy

Kyle with TCDA and Alyssa with NTBA shared a historic perspective and shared the purpose of their associations and some of the tasks they are currently working on.

**Action (Liz): Add an agenda item going forward for “think tank”. (To discuss advocacy or problems to get more of a regional perspective)**

8. Business District Update

NLTRA/Chamber: Her update is on the calendar she previously handed out.

West Shore Association: Kay shared the locations of the Lake Tahoe Summer Musical Festival. There are concerts happening throughout the region including West Shore Café and Granlibakken Resort She shared there is a lighting project underway on the West Shore.

TCDA: There is still a few more Sunday concerts at Commons Beach. Oktoberfest is on Saturday September 28<sup>th</sup> at Commons Beach. Kaylee also shared there is a demolition party for the old Hendrickson Building on Wednesday, August 14<sup>th</sup>.

Squaw Valley Business Association: Annual Foam Fest is August 31, Annual Alpen Wine Fest is September 1<sup>st</sup>, Oktoberfest is September 21 and Spartan Race World Championships on September 28<sup>th</sup> weekend.

NTBA: 3 more concerts left at Kings Beach and they are planning on a End of Summer Local’s Party along with NTPUD on September 13<sup>th</sup> at the Tahoe Vista Regional Park. Passport to Dining is on November 7<sup>th</sup> at the North Tahoe Event Center.

Tahoe City Marina: The 10 units housing project at the Tahoe City Marina is being closed to finish.

9. Placer County Update

- Emily shared they received funding the Zagster’s Bike Sharing Program. They are currently planning on 3 locations in Tahoe City; Heritage Plaza, The Old Firehouse and the County Building. There will be 2 locations in Kings Beach; Brook/Hwy 28 parking lot and the Coon St. roundabout. She hopes to have them installed within the next couple of weeks and the pilot program will be for the next 3 years.
- Placer County did a pedestrian study on the crosswalks in Tahoe City. Emily shared the study was necessary for Cal Trans to consider crosswalk lights or other alternatives for pedestrian crossing.
- A Short-Term Rental Hotline was just initiated in beginning of August. The phone number is 530-448-8003.
- Placer County is also working on Short-Term Rental Ordinance with the TRPA.
- Dollar Creek Crossing Housing Development just had a meeting on July 29, 2019. This meeting was well attended. The next scheduled meeting is tentative for September.

**Action (Liz): Share the documents from the last Dollar Creek Crossing meeting with the committee members.**

Meeting adjourned at 2:52 p.m.

# Business Association & Chamber Collaborative Committee

## **Mission**

The Business Association and Chamber Collaborative (BACC) Committee is a partnership between regional Business Associations and the NLTRA/Chamber of Commerce. The committee advises on marketing campaigns targeted to in-market visitors and works in conjunction with the Chamber of Commerce to align efforts in supporting local business and enhancing a vibrant business community.

## **Members**

### Tourism Development Committee

1. Amber Kennedy, Tahoe Getaways
2. Becky Moore, Granite Peak Management
3. Brett Williams, Agate Bay Realty
4. Christine Horvath, Squaw Valley/Alpine Meadows
5. Judith Kline, Tahoe Luxury Properties
6. *Kimberly Kilburn, Northstar California \* open seat*
7. *Melissa Panico, MAP Events \* open seat*
8. *Nicole Reitter, Tahoe Mountain Lodging\* open seat*
9. Terra Calegari, Resort at Squaw Creek
10. Tyler Gaffaney, Tahoe Biltmore
11. Wendy Hummer, EXL Media
12. Erin Casey, Placer County/Advisory Seat

### BACC Committee

1. Tahoe City Downtown Association
2. Tahoe City Downtown Association
3. North Tahoe Business Association
4. North Tahoe Business Association
5. Squaw Valley Business Association
6. Squaw Valley Business Association
7. Northstar Village Retailers Association
8. Northstar Village Retailers Association
9. West Shore Association
10. West Shore Association
11. Donner Summit Business Group
12. Donner Summit Business Group
13. Incline Community Business Association
14. Incline Community Business Association
15. Placer County Representative (non-voting)

## **Structure**

- The BACC will be invited to attend, as voting members, the second half of five (5) Tourism Development meetings to discuss and advise on in-market visitor initiatives and campaigns – the Tourism Development In-Marketing Committee.
- On alternating months, the BACC will convene as a Chamber committee to collaborate on joint programs.
- The current \$80,000 budget will be earmarked specifically for in-market regional projects, campaigns, and special initiatives determined valuable by both the Tourism Development Committee and members of the BACC.
- Projects will align with current NLTRA marketing initiatives and the 2-year Tourism Development Strategic Plan but will be targeted to in-market visitors.
- The ongoing NLT Marketing Cooperative consumer campaign will incorporate regional music and shopping messaging into the out-of-market, consumer annual plan and will not require any of the \$80,000 funding. Any additional promotional initiatives would run through the newly formed committee.
- A diverse panel, incorporating members of the Tourism Development Committee, BACC, and other stakeholders, will recommend Partnership Funding allocations at the October meeting for all voting members to approve before being presented to the Board of Directors.

## **BACC Meeting Schedule**

- October 17, 2019
- February 20, 2020
- April 16, 2020
- June 18, 2020
- August 20, 2020
- October 15, 2020

## **Tourism Development In-Market Committee Schedule**

- November 19, 2019
- January 28, 2020
- March 24, 2020
- May 26, 2020
- September 29, 2020
- November 24, 2020

**Meetings start at 1pm; locations will alternate.**

**Committee meetings are dark in July and December.**

# 2020

## North Lake Tahoe Chamber/CVB/Resort Association Board of Directors and Executive Committees

January						
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Board of Directors Meetings : 8:30 a.m., Various Locations

Mixers at Various Locations

Business Assoc. and Chamber Collaborative., 2nd Thursdays, 1pm

Marketing Cooperative

In-Market Tourism Development 1pm start

Tourism Development Committee Last Tues., 2:00 p.m.

\*None in July or December

Finance Committee-Last Mondays, 2:00 p.m, NLTRA Conf. Rm.

Conference Sales Advisory Committee



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## MEMORANDUM

DATE: October 14, 2019  
TO: BACC Committee Members  
FROM: Liz Bowling  
RE: Fall Business Trainings

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**Action Requested:**

Please share two fall workshops with your Association Members and business community contacts.

**Background:**

With a goal of empowering team members and promoting a culture of learning, the Chamber of Commerce hosts a variety of training seminars and workshops to sharpen skills and explore new tactics, technologies and leadership growth. Two Small Business Workshops were added this fall:

**How to Pitch Your Business & Network Effectively**

Tuesday, Oct. 29, 2019 @ 8:30-10am  
North Tahoe Event Center  
Members: \$20 | Prospective Members: \$30

Effective marketing is all about relationship building and it doesn't have to cost a lot of money. In this business workshop, learn how to make the most out of referral marketing, partnership marketing, and collaborating via social media by using several key tools. Market your business with purpose, create strong connections with your target market and learn how to maximize the resources you have! Come out of this session ready to network with intention.

Posted Digitally via:

- NLTRA.org Event Calendar
- Eventbrite
- NLTRA Facebook
- Poster: Enclosed

## **Effective Marketing and Advertising Tools for Small Businesses on a Budget**

Wednesday, Nov. 13 @ 8:30-10am

Tahoe City Public Utility District Board Room

Members: \$20 | Prospective Members: \$30

With an abundance of advertising mediums to choose from, it's hard to know what is going to give you the best return on your media investment. For small businesses on a limited budget, evaluating a media buy can be overwhelming. With this training workshop, attendees will learn:

- How to target the right people with the perfect message
- How to evaluate organic marketing and paid advertising options
- Whether print advertising is still relevant
- Determining if networking meetings are worth your time
- How to track and calculate a return on your advertising dollars

Attendees will be provided with a media buying worksheet to help organize and evaluate their media buy. This worksheet will serve as an incredible ROI tool to evaluate current and future opportunities and what medium, or combination thereof, is best for your business.

Posted Digitally via:

- NLTRA.org Event Calendar
- Eventbrite
- NLTRA Facebook
- Poster: Enclosed



# north lake tahoe

Chamber of Commerce

## Small Business Seminar

Date:  
Tuesday, Oct. 29, 2019

Time:  
8:30-10am

Where:  
North Tahoe Event Center  
Kings Beach, CA

[Purchase Tickets on Eventbrite!](#)

Members: \$20 | Prospective Members: \$30

### How to Pitch Your Business & Network Effectively

Market your business with purpose, create strong connections with your target market and learn how to maximize the resources you have!

Effective marketing is all about relationship building and it doesn't have to cost a lot of money. In this workshop, learn how to make the most out of referral marketing, partnership marketing, and collaborating via social media by using several key tools. Come out of this session ready to network with intention.

This Business Seminar will be led by Melissa Forziat, a Seattle-based consultant and author.

Brought to you and sponsored by:



TAHOE TRUCKEE  
**MEDIA**







# north lake tahoe

Chamber of Commerce

## Small Business Seminar

Date:  
Wednesday, Nov. 13,  
2019

Time:  
8:30-10am

Where:  
Tahoe City Public Utility  
District Board Room

[Purchase Tickets on Eventbrite!](#)

Members: \$20 | Prospective Members: \$30

### Effective Marketing and Advertising Tools for Small Businesses on a Budget

With an abundance of advertising mediums to choose from, it's hard to know what is going to give you the best return on your media investment. For small businesses on a limited budget, evaluating a media buy can be overwhelming. With this training workshop, attendees will learn:

- How to target the right people with the perfect message
- How to evaluate organic marketing and paid advertising options
- How to track and calculate a return on your advertising dollars

Attendees will be provided with a media buying worksheet to help organize and evaluate their media buy. This worksheet will serve as an incredible ROI tool to evaluate current and future opportunities and what medium, or combination thereof, is best for your business.

This Small Business Seminar will be led by Christie Osborne, owner and founder of Mountainside Media

Brought to you and sponsored by:

