

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.”

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**

AGENDA

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, October 17, 2019 – **MOTION**

Discussion & Strategy:

5. Introduction to NLTRA’s new CEO, Jeffery Hentz (5 minutes)
6. TBID Petition Drive Update - Rob Kautz (15 minutes)
7. NLTRA Update – Liz Bowling (15 minutes)
 - a) 66th Annual Community Awards
 - b) Business Builder Training Series
 - c) Chamber Programming: First Tuesday Breakfast Club; Chamber Mixers
8. Future BACC Initiatives – Shop Local; Restaurant Week (20 minutes)
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



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**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, October 17th at 1:00pm

NLTRA

100 North Lake Blvd., Tahoe City, CA 96143

PRELIMINARY MINUTES

Committee member in attendance: Paul Raymore, Greg Long, Kylee Bigelow, Emily Setzer, Steve Lamb, Caroline Ross, Alyssa (1:06pm), Jim Phelan(1:15pm)

Staff and other in attendance: Rob Kautz, Bonnie Bavetta, Anna Atwood

1. Call to Order – Establish Quorum – Quorum was established at 1:05pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve agenda M/S/C (Long/Lamb) (6/0/0)
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from August 15, 2019 (Bigelow/Bowling) (6/0/0)
5. TBID Update – Rob reviewed an update on TBID process with the BACC committee members.
 - Liz shared that NLTRA have hosted 4 townhall meetings with good turnout.
 - One member questioned how often is the fee is collected? Bonnie shared it's just like sales tax, so it's collected quarterly.
 - Kylee questioned the timeline and asked when collections starts? Bonnie stated collections is likely to start on April 1, 2020 and NLTRA will most likely enter into a contract with the county for the beginning portion of next fiscal year.
 - Is the benefits zone fair? Bonnie shared it's 1% assessment on the lodging for the mountain side communities due to their own TBID fees; whereas the lakeside lodging community is 2%.

Action: share the TBID F&Q with the Business Associations.

6. NLTRA Update:
 - a. In-Market Tourism Development Meeting
 - Liz reviewed the BACC structure and asked if there were any feedback on the recent re-structure where the In-Market Tourism Development committee meets every other month and BACC the other months? Nobody had any comments. Liz also shared there are seats available on the Tourism Development committee. Applications are due on November 5th.
 - b. Outline of Meeting Dates
 - Liz reviewed the upcoming meeting calendar.

c. Update: Chamber Programming -

- Liz shared the upcoming networking events
- Liz shared the 2 upcoming breakfast club.

7. Review of Shopping Videos – Amber Burke

- Amber shared funds were allocated towards a shopping campaign to showcase our regional shopping district. She also shared that the SMARI research shows the shopping is a motivator and it ties in nicely with the shopping ads.

Action to Liz or Amber: email shopping videos to the committee members.

8. Business Advocacy – Economic Vitality

- TCDA: TCDA will be completing a survey soon. This was created through the economic vitality committee and will be done face-to-face not through e-mail. The business resource guide is being updated.
- NTBA – Alyssa shared they also sent out a survey and a lot of the businesses feels like they are not being heard. She will be presenting some of the insight she gained at the next Placer County Board of Supervisors meeting. Alyssa also shared they are hoping to utilize the Goldman School of Public Policy. This is program through University of California Berkley, where you can apply to have them to come do a public service leadership research study.
- Oct 22 is the next Placer County Board of Supervisors meeting at 9am.

9. Business District Updates

SVBA – SVBA received funding from the CAP committee. The gateway to Squaw Valley has a tired look, a need to be refreshed. They are working with Ward Young Architecture. There will be public meetings and outreach for this project. Caroline also shared there is a new restaurant opening soon where the old Mamasake location.

Incline Village Visitors Center – This is the last week of tours for the Thunderbird Lodge. The new trail lakeside trail in Incline to Sand Harbor has been popular. They are working on getting this trail plowed for the winter.

Tahoe City – Kylee shared scarecrows are decorating Tahoe City currently. Downtown lighting is being switched to LED. TCDA has no more events until next June.

Tahoe City Marina (Jim) – He got final approval on the affordable housing building located at the Tahoe City Marina.

IVGID: Golf season is winding down and they are slow now until the ski resorts open. He handed out a new activity guide.

NTBA: Passport to Dining is happening in 3 weeks from today. There is a lot of new restaurants this year. Tickets are on sale at several locations.

10. Placer County Update

- Next week's board meeting to implement free Tart service. Airport district will be contributing. The goal is to have it free by Jan 1, 2020.
- CAP grant application is open until the end of the month.

11. **Adjournment**
The meeting adjourned at 2:50pm.



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FOR IMMEDIATE RELEASE

North Lake Tahoe Resort Association/Chamber of Commerce Announces New Chief Executive Officer

Jeffery Hentz will assume NLTRA CEO responsibilities, joining the organization with 30 years of destination marketing and tourism product development experience.

North Lake Tahoe, Calif. (Jan. 7, 2020) — After conducting a nationwide search to fill the vacant CEO position at North Lake Tahoe Resort Association/Chamber of Commerce, a hiring committee assembled by the NLTRA Board of Directors has selected a final candidate to take the helm. With extensive tourism and economic development experience in California's High Sierra region, Jeffery Hentz will start in late January as the organization's new CEO. The position was previously held by District 5 Placer County Supervisor, Cindy Gustafson.

"We were thrilled with the candidate pool to choose from in this hiring process," explained Adam Wilson, NLTRA Board President. "What collectively stood out to us about Jeffery is his background with establishing Tourism Business Improvement Districts and his three decades of experience serving on high profile Tourism Board authorities. Jeffery comes to North Lake Tahoe with expertise in successfully forming community, regional and state partnerships that meet common goals and objectives, which is the type of leader our destination requires. On behalf of the Board and staff, we are excited to welcome Jeffery and his perspectives as we navigate through this work."

The North Lake Tahoe Resort Association is continuing an effort to form a Tourism Business Improvement District for eastern Placer County, freeing up \$4.1 million in TOT dollars for workforce housing and transportation initiatives across the region. With 109 successful TBID's across the state of California, the new funding model will allow local businesses to direct where marketing funds are allocated, expanding business participation and creating more equity in assessments. Additionally, a key focus of the proposed TBID is to strengthen core pillars of the North Tahoe Chamber of Commerce, advocating with an independent voice for the business community of North Lake Tahoe. The TBID petition drive will take place in January.

Hentz will relocate to North Lake Tahoe from Mustang Island, TX where he served as President/CEO of Mustang Island/Port Aransas CVB, Chamber of Commerce and Chamber Foundation since 2016. Prior to that, Hentz held positions at FINN Partners/Catalyst Destinations International and the Volusia County Florida/Daytona Beach Convention & Visitors Bureau. During his four-year tenure with Destination Yosemite/Mariposa County CVB, Hentz served as Co-Chair of Visit California's High Sierra region and served alongside several High Sierra region tourism leaders to create a cooperative partnership that resulted in high-level exposure of the region. He also worked with the Park Service and Yosemite Gateway Leaders to help establish the Yosemite Area Regional Transportation System. Hentz brings 30 years of experience as a destination marketing and tourism industry executive, working with leading consumer and tourism brands within the destination marketing, hotel, resort, cruise line and theme park industries.

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About North Lake Tahoe Resort Association:

The North Lake Tahoe Chamber | Resort Association | CVB is celebrating 65 years of supporting small businesses and major resorts, ultimately enhancing the strong and vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce and Destination Marketing services to assist local businesses and connect community leaders. Supported by a contract with Placer County and Membership dues, the team is focused on midweek and shoulder season visitation, transportation and housing solutions, and visitor services. The North Tahoe Chamber ultimately provides a collective voice for the local community.

Press Contact: Liz Bowling
Liz@GoTahoeNorth.com or 530-581-8778

PO Box 5459, Tahoe City, CA 96145 | www.nltra.org



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TBID

PETITION DRIVE



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Dear Business Owner,

The North Lake Tahoe Resort Association / Chamber of Commerce (NLTRA) is leading an effort to form a Tourism Business Improvement District (TBID) for the North Lake Tahoe region.

Enclosed is a Petition to form the North Lake Tahoe TBID. The formation of a TBID will provide resources to improve our local business communities, including:

\$4.1 Million

In Transient Occupancy Tax will be redirected to the North Tahoe region for transportation solutions, traffic management projects and workforce housing initiatives.

\$6 Million

In TBID revenues will bolster a year-round economy, offset tourism impacts and support local businesses.

What a TBID Means for North Lake Tahoe



Local Control

North Tahoe businesses control what, when and how TBID funds are spent.



Achievable Workforce Housing Solutions

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing.



Transportation Management & Improvements

Redirected TOT dollars will enhance and expand public transportation and improve traffic circulation.



Tourism Impact Offsets

TBID funds will be utilized to reduce tourism impacts on local communities.



Market The Region

TBID funding will help market the North Lake Tahoe region more effectively

Thank you,

Board of Directors, North Lake Tahoe Resort Association

For detailed information about the TBID and resources to learn more, please visit:

[NLTRA.org/Resources/TBID Resources](http://NLTRA.org/Resources/TBIDResources).

The NLTRA is hoping to receive signed petitions by March 16 to ensure votes are counted in a timely manner.

Rob Kautz

TBID Specialist

North Lake Tahoe Resort Association

NLTRA.org | GoTahoeNorth.com

Rob@GoTahoeNorth.com

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GOVERNANCE STRUCTURE FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

16 elected members comprise the Owners' Association for the NLTTBID, charged with responsibility to implement the Management District Plan

SQUAW VALLEY ALPINE MEADOWS

NORTHSTAR CALIFORNIA

HOMEWOOD MOUNTAIN RESORT

RESORT AT SQUAW CREEK

THE RITZ-CARLTON, LAKE TAHOE

PLACER COUNTY BOARD OF SUPS

SQUAW VALLEY BUSINESS ASSOCIATION

NORTHSTAR BUSINESS ASSOCIATION

AT-LARGE SEAT

AT-LARGE SEAT

NON-VOTING PLACER COUNTY REP

NORTH SHORE LODGING/PROP MGMT

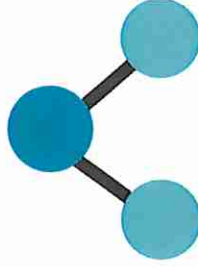
WEST SHORE LODGING/PROP MGMT

ACTIVITY BUSINESS

FOOD & BEVERAGE BUSINESS

TAHOE CITY DOWNTOWN ASSOCIATION

NORTH TAHOE BUSINESS ASSOCIATION



NORTH LAKE TAHOE TBID ADVISORY COMMITTEE

7-9 members, majority from assessed businesses, to advise NLTRA Board on implementation of the Management District Plan

SQUAW VALLEY ALPINE MEADOWS

NORTHSTAR CALIFORNIA

ZONE ONE REGION

4-6 AT-LARGE MEMBERS

ZONE ONE ADVISORY COMMITTEE

5-7 members, majority from assessed Zone One Lodging, recommend to NLTRA Board the use of Zone One specific funds

ZONE ONE LODGING

AT-LARGE MEMBERS

Local Business Support



FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE



Bill Dietz
TAHOE LUXURY PROPERTIES

"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."



Dan Tester
GRANITE PEAK MANAGEMENT

"We are at a critical crossroad and have a unique opportunity with a TBID. We are in favor of increased funding for transportation, affordable housing and marketing initiatives."



Andre Priemer
THE RITZ-CARLTON,
LAKE TAHOE

"A vote for the North Tahoe TBID is a step in ensuring the long-term vitality of our economy and community. Investments like this will ensure North Tahoe continues to be a world-class community, and a destination that supports vibrant businesses in all seasons."



Kylee Bigelow
TAHOE CITY DOWNTOWN
ASSOCIATION

"Tahoe City Downtown Association is supporting the TBID as we see it having great benefit for our community. This includes: local control over funds raised, \$4.1M freed up for workforce housing and transportation initiatives across the region, and a TBID that funds the NLTRA's and Business Associations' united support for our business community."



Alex Mourelatos
MOURELATOS
LAKESHORE RESORT

"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."



Brett Williams
AGATE BAY REALTY

"There's a reason why over 100 TBIDs have been successful in California. A TBID allows the local business community to retain locally generated funds, and make spending decisions, versus the municipality, which doesn't specialize in tourism."



Stephen Lamb
PLUMPJACK SQUAW
VALLEY INN

"PlumpJack Squaw Valley Inn is supportive of the TBID because funds will allow independence for local operators with a much needed focus on transportation, affordable workforce housing and traffic improvements for both full-time residents and visitors."



Ron Cohen
SQUAW VALLEY
ALPINE MEADOWS

"My experience with TBIDs (Mammoth Lakes, Olympic Valley) has been very positive. Revenues generated from TBIDs benefit businesses, residents and visitors, and enhance local communities."



Dave Wilderrotter
TAHOE DAVE'S

"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6.3 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



Tom Turner
TAHOE RESTAURANT
COLLECTION

"My three restaurants in the Lake Tahoe Basin are impacted by visitation fluctuations caused by weather, visitor preferences and traffic challenges. A TBID would focus on strategic marketing initiatives during these periods, supporting a year-round local economy."



Brendan Madigan
ALPENGLow SPORTS

"Our North Lake community has long-standing and dire infrastructure shortcomings, ones that the current structure of governance has been unable to solve. This TBID opportunity is not only a chance to rally our community around one vision, but more importantly, allow locally generated funds and directives to be managed by those who understand our needs the most - the North Lake community. The change could be comprehensive and we'd be remiss not to support it."



Douglas Dale
WOLFDALe'S CUISINE UNIQUE

"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic and housing issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."

66TH ANNUAL NORTH LAKE TAHOE COMMUNITY AWARDS

Help Raise Independent Funding to Advocate for our Business Community!

**APRIL 23, 2020
OLYMPIC VILLAGE LODGE,
SQUAW VALLEY
6PM-9:30PM**

INVOLVEMENT OPPORTUNITIES

- purchase tickets to the event**
- donate a bottle of wine to the wine pull**
- nominate a volunteer and employee of the year**
- nominate a business**
- sponsor a category (levels range from \$575 - \$2,000)**
- donate an item to the silent auction**

A



B



C



D



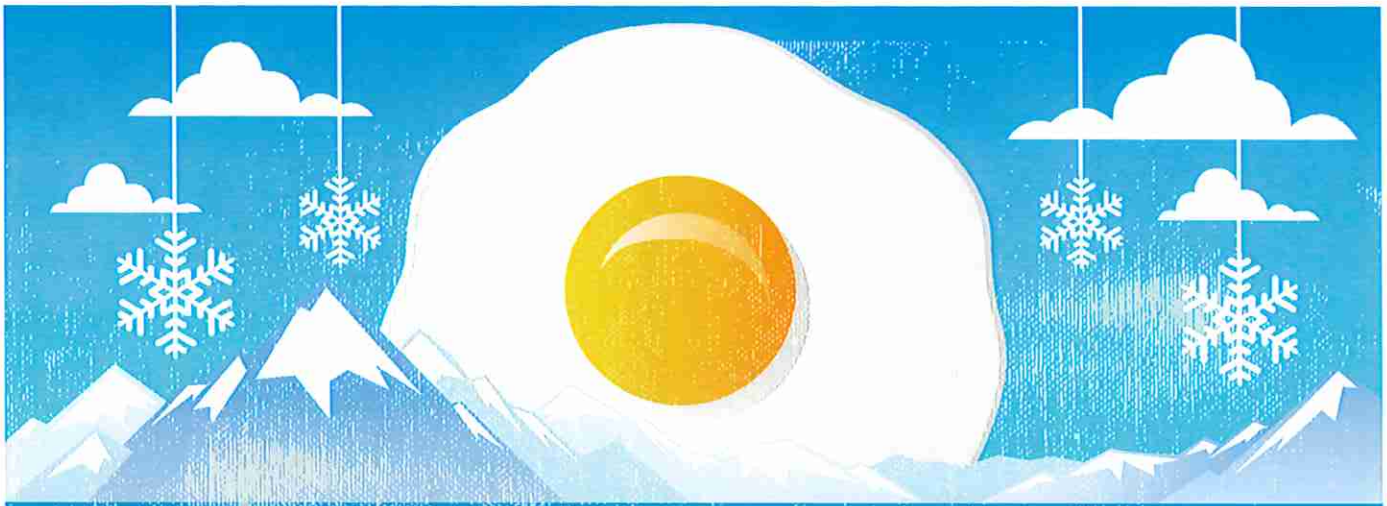
The North Lake Tahoe Chamber of Commerce is partnering with Placer County and Sierra Small Business Development Center at Sierra Business Council to host a 2020 training series for the North Lake Tahoe business community. Tapping into the entrepreneurial desire of continued education, business growth, profit potential and market share, the workshop series will equip business owners with essential tools to exceed their current perceived potential.

The Business Builder workshop series serves an audience thirsty for new business practices that will benefit their top and bottom lines. From start-up basics like writing a business plan and managing business finances to more in-depth marketing topics that include brand and social media development, the series will serve as an important development tool for local business owners.

Business Builder workshops will take place in Kings Beach and Tahoe City during spring and fall months. For upcoming dates and topics, check NLTRA.org/news-events.

Business Builder

This name relies on the simple concept that these workshops offer valuable tools that small business owners can immediately put to use in building their business — whether they are building from scratch or growing a small business into a larger enterprise. Simple, concise and memorable, this name cuts right to the chase, showcasing what small business owners truly want — support in building their business into a more successful and thriving enterprise.



First Tuesday **BREAKFAST CLUB**

 7:30-9:00am at Granlibakken 

Presented By: North Lake Tahoe Resort Association/Chamber of Commerce

 *March 3rd* 

First Tuesday Breakfast Club is a community forum presented by the North Lake Tahoe Resort Association/Chamber of Commerce. Join us every month to learn about timely community news and project information, along with relevant updates from the movers and shakers of North Lake Tahoe.





MEET THE AVALANCHE RESCUE DOGS OF SQUAW VALLEY
THURSDAY, MARCH 5, 2020 AT 5:30– 7:00PM
100 N. Lake Boulevard, Tahoe City, CA 96145



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**The Squaw Valley Avalanche Rescue Dogs
are ready to have a
Tail-wagging good time with you!**

Learn how they save lives and become rescue dogs while
enjoying complimentary snacks and child beverages!
Get your picture with a furry friend for just \$5.

Proceeds go to the Squaw Valley Avalanche Rescue Dog and
Education Fund.



Photo courtesy
Gallery Keoki