



north lake tahoe

Chamber | CVB | Resort Association

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

Date: Thursday, August 20, 2020

Time: 1:00pm

Location: Zoom Conference Call

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 | **Katie Biggers**, North Lake Tahoe Resort Association
Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
Amy Kylberg, Northstar California | North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Emily Setzer**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/86269133720?pwd=MWRUMGhUM09OUDRkc3k1NG4vSUxKUT09>

Meeting ID: 862 6913 3720

Passcode: 268456

+1 669 900 9128 US (San Jose)

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, June 18, 2020 – **MOTION**

Discussion & Updates:

5. NLTRA CEO Update: Tourism Response, Ambassador Program + PPE, Town Hall Meetings: Jeffrey Hentz
6. Take Out Tahoe Restaurant Initiative: Katie Biggers
7. Committee Structure Review; Call for Applicants (TCDA, NTBA, West Shore, Donner Summit, Northstar): Liz Bowling
8. Placer County Trash & Traffic Mitigation Efforts: Emily Setzer
9. Committee Updates:
 - a) Squaw Valley: Caroline Ross
 - b) Northstar: Amy Kylberg
 - c) Kings Beach: Alyssa Reilly
 - d) Tahoe City: Kylee Bigelow
 - e) Incline Village: Greg Long / Paul Raymore
 - f) West Shore: TBD

10. Placer County Economic Development Update – Emily Setzer

11. Adjournment



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**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, June 18th at 1:00pm

Via Zoom

PRELIMINARY MINUTES

Committee members that called-in: Caroline Ross, Steve Lamb, Kylee Bigelow, Alyssa Reilly, Greg Long, Liz Bowling, Amy Kylberg, Emily Setzer, Jim Phelan

Staff and other in attendance: Jeff Hentz, Anna Atwood, Katie Biggers

1. Call to Order – Establish Quorum at 1:05pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
**MOTION to approve today's agenda with adding 6e. Update from Northstar
PHELAN/BIGELOW/UNANIMOUS**
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from April 9, 2020 BIGELOW/ROSS/UNANIMOUS
5. Discussion & Strategy

Update on NLTRA's Business & Visitor Response Efforts – Jeffrey Hentz

Jeff updated on the following documents. The organization has been busy and done a tremendous job helping create the following reopening guidelines.

- [RETAILERS – Reopening Guidelines, Checklists & PPE Order Form](#)
- [RESTAURANTS – Reopening Guidelines, Checklists & PPE Order Form](#)
- [ACTIVITY PROVIDERS – Reopening Guidelines, Checklists & PPE Order Form](#)
- [LODGING & SHORT-TERM RENTALS – Reopening Guidelines, Checklists, PPE Order Form](#)

The Visitors Information Center has also become a distribution hub for PPE Equipment including masks, sanitizer, gloves and social distancing floor stickers.

A Visitor Readiness Guide called "Know Before You Go" has been developed. [VISITOR READINESS & Know Before You Go](#).

Jeff shared face masks will now be mandatory. Info can be found [here](#).

6. Committee Updates

Squaw Valley: Caroline Ross

- Lodging in Squaw Valley will open on June 19 at about 45% occupancy.
- Caroline will be collecting occupancy data from the Squaw Valley properties.
- Two of the restaurants will be operating 7 days a week: Tremigo and Old Dubliner.
- Rocker and Fireside Pizza will be opening June 26 and 22 Bistro is currently open Fri-Sun.
- Squaw will be opening 3 of their retail stores this week with more opening before 4th of July weekend.
- The Tram will not be operating before middle of August. This is due to maintenance scheduled before the winter season.
- Activities: Via Ferrata is open for private groups and the Shirley Canyon hike is beautiful. The Resort at Squaw Creek has their golf course open. They are still waiting for a permit for the Drive in Movie Theater concept from Placer County. Yoga Squaw on Wednesdays is pending.
- Events: All events have been pushed or cancelled. Bluesday Tuesdays has been pushed until August 25th for 4 weeks. Alpen Wine is still on the schedule for Sep 6, but this event could be canceled. Big Blue Adventures events are still on the schedule. Conversations with Spartan Race is taking place this afternoon. Made in Tahoe has been pushed to October 10 & 11. Cancelled events: Art, Wine and Music Festival July 8 & 9, Brews, Jazz & Funk Fest August 8 & 9, Foam Fest Sept 5, Oktoberfest will most likely be cancelled or modified.

Kings Beach: Alyssa Reilly

- NTBA is doing an online version of the 2020 Music on the Beach Series. They are producing 5 LIVE concerts that will be streamed online and via radio (101.5). They will be filmed LIVE from the North Tahoe Event Center with the lake and the sunset as a backdrop. This will be their biggest fundraiser. It will be streaming over 35 channels. There is still ad space available.
- Alyssa shared the Passport to Dining has not been canceled yet.

Tahoe City: Kylee Bigelow

- Kylee shared similar to NTBA some of their Commons Beach concerts were recorded and the plan is to do a "Best of Concerts at Commons Beach" on the radio on Sunday nights from 4-6pm. People can listen on the app or their computer. Kylee shared this will be starting around July 19th.
- 4th of July Fireworks is canceled but they have encouraged the business owners to decorate their windows.
- Kalifornia Jean Bar did close their location but here is already a new retailer going in. There is a new business in town; called Tahoe Slab Furniture. This is going in where Video Stop used to be.
- Events: Oktoberfest has not been canceled yet, but she will keep us posted.

Incline Village: Greg Long

- Hyatt opened on June 4th with 50% occupancy and there is a lot of visitors in the area.
- Sand Harbor is limited the number of cars to 300 from 600 so that will be challenging. The East Shore Express is not running this summer and no walks in from the new East Shore trail.
- Thunderbird Lodge is closed for tours and Shakespeare Festival will not take place.
- Greg shared there is a couple of restaurants that didn't come back but a couple of new coming in.

- Thunderbird may do some boat tours a couple of days a week.

Northstar: Amy Kylberg

- Amy shared 2 of their tenants have been open during time; Cooper Lane Café and Provisions providing grocery service. They are operating 7 days per week. Peta has been open since Memorial Day weekend.
- The Golf Course will open on July 15th.
- They are hoping for an announcement soon on some of their operation. More information on Vail owned retail shops will be coming soon too.
- Most the events have been postponed or canceled. She is hoping the Mountain Bike Park will be open early July, but she does not have an opening date yet.
- Lodging in the Village is open.

Tahoe City Marina: Jim Phelan

- Jim shared it is still the Tahoe Only stickers being allowed and not the in and out sticker. Only local. TRPA will open boat inspections around June 22 with a partial restriction in place. All the marinas are working hard so that everyone has a positive experience.
- Jim shared that all the restaurants by the marina are open.

7. Placer County Economic Development Update – Emily Setzer

- Emily shared they are bringing the TOT Hotel Incentive Program forward to their board on June 23. This will incentivize renovations of existing hotels/motels and construction of new lodging by providing TOT rebates.
- The Workforce Housing Preservation Program will go to the board for initial feedback in July. This is modeled after Vail Indeed program.

8. Adjournment

The meeting adjourned at 1.25pm.

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. Brett Williams, Agate Bay Realty
2. Becky Moore, Granite Peak Management
3. Brit Crezee, Sierra Sotheby's
4. Carlynn Fajkos, Tahome Marketing
5. Christine Horvath, Squaw Valley/Alpine Meadows
6. Judith Kline, Tahoe Luxury Properties
7. Lisa Nigon, Homewood Mountain Resort
8. Susan Redding, Hyatt Regency
9. Tyler Gaffaney, Tahoe Biltmore
10. Wendy Hummer, EXL Media
11. Erin Casey, Placer County Representative (non-voting)

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

- June 18, 2020
- August 20, 2020
- October 15, 2020

In-Market Tourism Development Committee Schedule

- September 29, 2020
- November 24, 2020

Meetings start at 1pm; locations will alternate.

Committee meetings are dark in July and December.