



north lake tahoe

Chamber | CVB | Resort Association

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

Date: Thursday, October 15, 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/86778166034?pwd=TXBsSkcyTUlkaXM0c0N4QUo0N1VYUT09>

Meeting ID: 867 7816 6034

Passcode: 596666 +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
4. Approval of Meeting Minutes -Thursday, August 20, 2020

Discussion & Updates:

5. NLTRA CEO Update: TBID Update, Placer Shares Relaunch: Jeffrey Hentz
6. Quality of Life Survey & Update – Jeff/Liz
7. Tahoe Connect- Peer 2 Peer Roundtables -Katie Biggers, Kylee Bigelow, Alyssa Reilly
8. North Lake Tahoe Ambassador Program - Katie Biggers, Alyssa Reilly
9. Update on Takeout Tahoe Initiative - Amber Burke
10. Shop Local/Holiday Campaigns - Kylee Bigelow, Katie Biggers, Amber Burke, Alyssa Reilly



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11. Partnership Funding Special Event Marketing Sponsorship Applications -Katie Biggers

12. 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
- g. Donner Summit: TBD

13. Placer County Economic Development Update – Emily Setzer

14. Adjournment



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MEETING

Thursday, August 20th at 1:00pm
Via Zoom

PRELIMINARY MINUTES

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

Staff and other in attendance: Jeff Hentz, Katie Blggers

1. Call to Order – Establish Quorum at 1:03pm
2. Public Forum – Liz Bowling welcomed Sahra Otero to the board
3. Agenda Amendments and Approval
MOTION to approve todays agenda Paul Raymore, Kylee Bigelow
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from Thursday, June 18th.
Steve Lamb to Approve, Kylee Seconds
5. Discussion & Strategy

5. NLTRA CEO Update: Tourism Response, Ambassador Program + PPE, Town Hall Meetings: Jeffrey Hentz
Staff Update: Katie Biggers

Mask Up Campaign: Consumer and Community Facing- local influencers with global reach about masking up to keep tahoe safe and stay open. Shared throughout the area and throughout California
Mask up Adventure Out. Visit Cal, Cal Travel, Powder Magazine, Visit Placer

Know Before You Go Guide

Updates on Placer Shares Opening on August

Placer Shares Eats and Drinks applications open until September 30th.

Emily Setzer- Ambassador Program

- Mask and Hand Sanitizer
- Trash Bags and beaches
- Litter Pickup
- Pickup Supplies at VIC or NLT KB Booth

PPE Supplies- Distribution

Paul Bancroft Sierra Community House to help distribute

Cold Weather updates with Matt Sutton, California Restaurant and Cal Travel to make a coalition that can bring in 35 chambers and DMOs to get the Governor to allow destinations to get back open indoors! Mid to late September.

Emergency Preparedness Document
Placer off Waitlist

6. Take Out Tahoe Initiative; Katie Biggers

Chamber Partnership & Event Development Sr. Specialist

7. Committee Structure Review, Call for Applicants (TCDA, NTBA, West Shore, Donner Summit, Northstar): Liz Bowling
BACC Mission – partnership between regional business associations and the NLTRA/Chamber the committee advises on
Marketing campaigns for in market business and to enhance a business community.

Need two folks from West Shore

Need two from Donner Summit

Emily is non voting and is Placer County representative

Jim Phelan NLTRA BOD representation

Committee Structure – Liz now diving more into Media relations space

Caroline Ross -SVBA and Squaw Valley Service District

Sahra Otero – Owner -Wanda's Flowers – on TCDA Board

Emily Setzer – Placer County, Housing initiatives, Manages TCDA Contracts

Amy Kylberg- Principal Analyst, Commercial Leasing- Northstar California, Northstar Retail Association

Kylee Bigelow- ED TCDA

Alyssa Reilly- ED NTBA

Jim Phelan- BOD NLTRA, Operates Tahoe Marina

Paul Raymore- Mkt Manager IVGID

Steve Lamb- GM Plump Jack Squaw Valley – Squaw Valley Business Association

8. Placer County Trash and Traffic Mitigation Efforts; Emily Setzer

Pedestrian Flaggers have been added to the crosswalks. Not designed to stop traffic but to que the people walking across the crosswalks to get a larger group gathered, then let them all cross at once.

They will continue this until visitation drops. They are working with Caltrans for a review to get temporary light signals installed. Installed for TC and KB at the roundabouts.

Trash installations in Kings Beach (one in state park rec area parking lot) and the other at Secline beach.

Increased pickup in Kings Beach- looking at adding a 4th day

Tahoe City owners were responsible, now Placer is funding 3 pickups a week.

Household trash exemption- if they don't use trash, they don't have to pay for it.

Trash Compactors

Ambassador Program

Signage to slip in clear protectors and tape to dumpsters to encourage people to put trash in bins.

Hand Sanitizer stands throughout the downtown. Town of Truckee paid for metal posts and then businesses pay for the refills

Bathroom issues in Kings Beach and Tahoe City- State parks shuts down BRs early. Folks are using folks front yards to relieve themselves. KB looking at asking State parks to provide porta-potties. More in July/August!

Labor day weekend bathroom suggestions- CA

Sahra Otero – Penn state looking at College towns.

Committee Updates

Squaw Valley: Caroline Ross

Things are going well at the village, restaurants that are operating with outdoor and to go are doing better than expected. 75% of normal. Lodging is also exceeding projections. Midweek is declining.

All events are cancelled! Made in Tahoe just cancelled. Live music on the weekends, very well received. Implemented a bingo night the last 8 weekends, family bingo on Friday nights (rotating restaurants). Tram has been closed due to maintenance. Doesn't see it opening before winter. Name change, Ron Cohen had a town hall about the history of the name Squaw Valley and the possible name change. There will be more communications about it next week, they will move forward next week.

Kings Beach: Alyssa Reilly

Music on the Beach – Virtual Vibes was extremely successful, sold out of cups, averaged \$100/donor. Alibi partnership was very helpful. One of the events had funding donated to Pam Emmerich. Views 3000 average, one was 10,000, 8000 out of San Diego. Postponed Passport to Dining. BOD wants to do educational Food series. They are going to do a Survey to restaurants, what would be beneficial to them. What would they want to do? Labor day fireworks canceled at Garwoods.

Tahoe City: Kylee Bigelow

TC has been busy, businesses are doing really well right now. People are frequenting the retail stores. Back yard boogie radio show, highlighting old recordings from some of the best shows from Concert on the Commons! Get Takeout, get a picnic and take photos and share old memories, while creating new safe memories. Tahoe City Explorathon – month long digital challenge based event. Support businesses, have fun, get outside! Track their challenges and submit content on Goosechase App. Photo challenges, trivia, etc. Looking for sponsors for the event. Sponsors can create challenges.

Incline Village: Greg Long

Paul Raymore: IVGID

Waiting on Ski California and other updates from California to come up with flexible plans. Diamond Peak may look at opening uphill access.

Northstar: Amy Kylberg

Able to successfully open bike park, it has been on a 4 day a week basis. Was supposed to end last week (Friday-Sun) but due to demand they are keeping it 4 days a week. Cap is 350 passes a day. Sanitizing cabins after each use, spacing, looking at que lines. Looking at outdoor/indoor dining options. This winter will be different and we need to look at it as more of a pure skiing experience. Looking at Grab and Go options. Restaurants that have been open have been highly successful. They've expanded liquor licenses and able to expand patios. Lodging facilities have been impacted. A lot coming down the road, with the success of summer operations, they will be able to go into winter and focus on safety and guest experience.

Tahoe City Marina: Jim Phelan

10. Placer County Economic Development Update – Emily Setzer
8. Adjournment

The meeting adjourned at 2:50pm.

Next Meeting: October 15, 2020