

**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

**Sarah Otero**, Wanda’s Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing

**Greg Long**, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association

**Amy Kyleberg**, |Northstar | **Doug Burnett**, Northstar | **Patrick Lacey**, Homewood Mountain Resort

**Katie Biggers**, North Lake Tahoe Resort Association

North Lake Tahoe Resort Association Board Member: **Jim Phelan**

Placer County Representatives | **Emily Setzer**, **Nick Martin**

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**AGENDA**

Join Zoom Meeting

<https://us02web.zoom.us/j/86138940941?pwd=VElnenZFMFdvK2EzelE3TTZnUWpYdz09>

Meeting ID: 861 3894 0941

Passcode: 845044

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** - Jeffrey Hentz
6. **North Lake Tahoe Rent Relief Update/ COVID-19 Business Impact Survey** – Katie Biggers
7. **Chamber Programming updates** - Katie Biggers
  - a. Breakfast Club – TBID Focused, March 2<sup>nd</sup>
  - b. March Chamber Trainings
    - i. Website Content/SEO- Tiffany Connolly, In Bloom Marketing (Date TBD- 3/11 or 3/25 9:00-10:30am)

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- ii. Social Media Training- Lindsay Thayer, LT Marketing (Date TBD – Proposing 3/18 9-10:30am)

8. **Event Update** – Katie Biggers

- a. [20.21 Event Budget Memo.docx](#)

9. **Future BACC initiatives/Ideas:**

- a. Shop North Tahoe – Lindsay Thayer, LT Marketing
  - i. <http://shopnorthtahoetruckee.com/>
- b. Restaurant week –Katie Biggers
  - 1. <https://socorestaurantweek.org/> (Pair it with local virtual options. push gift cards etc.)
- c. [Brainstorm Document](#)

10. **Committee Updates:**

- a. Squaw Valley: Caroline Ross
- b. Northstar: Amy Kylberg/Doug Burnett
- c. Kings Beach: Alyssa Reilly/ Lindsay Thayer
- d. Tahoe City: Kylee Bigelow/Sahra Otero
- e. Incline Village: Greg Long / Paul Raymore
- f. West Shore: Patrick Lacey/Jennifer Capistran
- g. Donner Summit: TBD

11. **Placer County Economic Development Update** – Emily Setzer/Nick Martin

12. **Adjournment**



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER  
COLLABORATIVE MEETING**

Thursday, December 17th at 1:00pm

**Via Zoom**

**PRELIMINARY MINUTES**

Committee members that called-in: Jim Phelan, Doug Burnett, Amy Kylberg, Katie Biggers, Greg Long, Caroline Ross, Jennifer Capistran, Kylee Biggers, Alyssa Reilly, Lindsay Thayer, Sahra Otero

Staff and other in attendance: Jeff Hentz, Liz Bowling

1. Call to Order – Establish Quorum at 1:04pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval  
**MOTION to approve todays agenda LONG/KYLBERG/UNANIMOUS**
4. Approval of Meeting Minutes  
**MOTION to approve Meeting Minutes from October 15, 2020 LONG/PHELAN/UNANIMOUS**
5. Discussion & Updates

**NLTRA/CEO UPDATE**

- Jeff shared the good news that TBID has passed and it was accepted and approved by the Placer County Board of Supervisors a couple of days ago. A press release on the TBID will be coming out soon.
- Jeff announced the formation of a TBID Ad-Hoc Committee which will likely grow in size, but this group will start meeting soon. He stated several of the NLTRA Board of Directors members has volunteered to sit on this committee.
- Jeff stated implementation of the TBID could start May 1 or June 1 or even with the start of the new fiscal year, July 1.
- The non-lodging businesses will have a new sales tax component they will need to add to their POS system and Jeff shared he is leaving in plenty of time for training and education on this piece.

**Comments:**

- Caroline Ross, Greg Long and Jim Phelan congratulated Jeff on getting the TBID passed and all his efforts on this.

6. Placer Shares Community Collaborative
  - The Placer County Board of Supervisors has authorized an additional \$2 million in Placer Shares Impact Grants to support businesses impacted by the COVID-19 pandemic. So far, the county has allocated \$16 million in grant funding in order to assist struggling businesses and nonprofits.

- Katie shared that rent relief has been discussed and set of guidelines and standards would be created and it would be handled by the different Chambers in the region. The amount of funding that will be distributed is \$185K. Katie shared more information to come on this but this grant applications will be due on January 11, 2021.
- Jeff shared that a meeting will be set up to discuss procedure and process next week and look for an invite from Katie.
- Kylee stated there may already been ideas for this program by our local supervisors, at least that was an impression she got when talking to SBC.

7. Partnership Funding Update

- Katie shared that the Partnership Funding recently allocated \$40K towards events. There is still \$10K left to allocate and the organization will wait to see if they open this up for another round of applicants at a later date.

8. Shop Local and Win, Takeout Tahoe Update + Gift Cards

- Kylee shared there is currently 33 active teams playing the Shop Local contest with 389 submission so far. She shared there has been activity in every single region and proof of purchases, take-out photos and more. This week notifications are being sent out on Backcountry awareness, and prizes. Due to the stay-at-home order, you can now purchase gift cards online also.
- Katie shared new challenges are being released on Saturdays.
- Katie shared the information on the Takeout Tahoe was included in the packet including the Guide. She requested if the committee members see information listed incorrectly and if someone is missing please let her know.
- Katie shared there is over 35K page view on our GoTahoeNorth website viewing the Takeout Tahoe and she recommends that everyone helps push out the Gift Card portal to push the sales of gift cards. She also mentioned that the North Tahoe Eats on Facebook now has over 500 members, so this is getting a lot of engagement.

Comments:

- Caroline had a question on where the paid ad per district? Where can one view these ads and what are the results of these ads? Katie will follow up with Amber on this.

**Action to Katie: follow up with Amber to find where the Takeout Tahoe ads live or what are the results of the ads.**

9. Spring Shop Local

Katie asked for ideas on a Shop Local Spring Campaign since the Shop Local Holiday contest ends on January 1<sup>st</sup>. She shared that January is California restaurant week and would like to get some feedback on how to support businesses through the spring.

No ideas were brought forward but Katie recommended maybe discussing this at the next In-Market Tourism Development Committee in January.

## 10. Committee Updates:

### Squaw Valley

- Caroline shared they have focused on supporting the local businesses and it has been a challenge. The Village is decorated beautifully but all activities has been canceled. All the businesses are offering to-go and the retail businesses are open. She shared the Trilogy Spa has closed their doors and the Wanderlust Yoga studio is currently closed.

### Northstar

- Amy shared they are also not doing any of their regular holiday events, but the village does have a tree and is decorated. Picnic seating has been added but the outdoor patios are temporarily gone. There is no drinking allowed in the village center. Northstar has also seems some closures in their retail space; their yoga studio and their spa has closed. The movie theater is closed but they are offering a great price for rentals for families. Their ice-skating rink opening has paused but the terrain on the mountain has been expanding. Amy shared some new businesses that has moved in: Achieve Tahoe has a new storefront; Big Truck has a new hat bar and there is a new real estate business; Compass.
- Doug shared the ski areas are serving to go food only on the mountain and all seating is outside.

### Kings Beach

- Alyssa shared she is doing the same as the other business associations is helping out their local businesses. She shared that the Kings Beach community is getting holiday lighting on Saturday and recommended if there were any volunteers to come out and help on Saturday. One of her businesses is going an outdoor Santa's workshop on Saturday. She is gearing up and starting to plan events for 2021.

### Incline Village

- Greg shared that all of their restaurants and lodging is open so it's a little different than on the California side. Northern Lights is an event that already happened and the concert at Crystal Bay Club has been canceled. The new bike path has been popular for walkers and their visitor center has been closed mid-week.

### Tahoe City

- Kylee shared TCDA did their big tree reveal in Tahoe City and the lightening was livestreamed. She shared her and Katie walked around to the local businesses and gave out local Small Business Saturday Swag. Her businesses reported great Black Fridays this year. TCDA recently launched a GoFundMe campaign and it has raised \$40k and their goal is \$60K and they will keep pushing this out. She is thinking of creative ways to show appreciation for her members.
- Sahra with Wanda's shared they launched their re-branding and are no longer called Wanda's. Their new business name is Heartwood Floristry & Planterium. They are open for shopping one party at a time.

### West Shore

- Jennifer shared in the chat section that the sledding hill will open daily tomorrow with reservations online. They are offering take-out only beginning tomorrow including a great Christmas dinner.
- Patrick shared that The Madden Café will open in the courtyard area of Homewood and serve afternoon pizza and open until 8pm. He shared West Shore Pizza in Tahoma closed. West Shore Café will be opening up on December 18<sup>th</sup> for takeout only with family meals available. Sushi 525 is near the Post Office is a new restaurant.

11. Placer County Economic Development Update – Emily Setzer  
Emily shared a quick update. They did a Quality-of-Life Seminar recently with staff with partners along with a survey that went out earlier. She is also shared some new housing opportunities with for sale housing only for local workers. It is not designated affordable but workforce housing. Their deed restriction program is going to their board in January.
12. Adjournment  
The committee adjourned at 2:05pm.