



north lake tahoe

Chamber | CVB | Resort Association

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

Date: Thursday, April 7, 2021

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.”



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Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association

Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association

Sarah Otero, Heartwood Floristry & Planeterium | **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 | **Kayla Elias**, 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**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81098129021?pwd=cktUKzlGRWNRQOpHMksOR1ZncUNIUT09>

Meeting ID: 810 9812 9021

Passcode: 405322

Dial by your location

+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, February 11, 2021



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Discussion & Updates:

5. NLTRA CEO Update - Jeffrey Hentz
6. Placer County Regions BRE Update (see attached) -BRE project direct outreach - Sherri Conway
7. Yiftee Community Card Business Rollout – Katie Biggers
8. Chamber Programming updates - Katie Biggers
 - a. PPE Day (Kings Beach and Tahoe City) - April 23, 2021 – 9:00am –1:00pm
 - b. May Breakfast Club – Transportation Focused - May 4, 2021
 - c. Hospitality Training - (Virtually) May 18, 2021
9. Summer Event Update & Discussion– Katie Biggers
 - a. [Summer Event Update & Discussion](#)
10. Committee Updates:
 - a. Squaw Valley: Caroline Ross
 - b. Northstar: Amy Kylberg/Kayla Elias
 - 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



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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MEETING

Thursday, February 11th at 1:00pm

Via Zoom

PRELIMINARY MINUTES

Committee members that called-in: Caroline Ross, Doug Burnett, Alyssa Reilly, Amy Kyleberg, Greg Long, Jim Phelan, Jennifer Capistran, Paul Raymore, Steve Lamb, Kyle Bigelow, Lindsay Thayer, Patrick Lacey

Staff and other in attendance: Nick Martin – Placer County CEO's Office, Amber Burke, Jeff Hentz, Liz Bowling

1. Call to Order – Establish Quorum at 1:03pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve today's agenda PHELAN/LONG/UNANIMOUS
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from December 17, 2020 LONG/KYLEBERG/UNANIMOUS
5. NLTRA/CEO UPDATE
 - Hentz introduced Nick Martin with Placer County CEO's office to the committee members.
 - Hentz shared that first TBID Public Hearing took place on January 26th and shared it had a lot of support. The next and final Public Hearing is scheduled for March 9th, 2021 in Auburn. A TBID Ad-Hoc Committee has been established. This is made up of NLTRA Board of Directors members. This group is currently focused on some areas of the Management District Plan which is the governing document for the TBID. A Business Consultant Company will be brought in to help re-shape and re-organize the organization looking ahead. The TBID assessment process is slated to start on July 1, 2021 which times perfectly with our new Fiscal Year start.

Comments:

- Bigelow asked that Hentz shared changes from first draft to final draft in the Management District Plan.
- Biggers shared Hentz will be speaking on the TBID along with Casey at the next Tuesday Breakfast Club on March 2nd.
- Ross question on the remittance of the TBID will be handled? Hentz shared it will be collected by Placer County. Hentz stated there will be trainings and education on the POS systems. Hentz is working with Placer County Revenue Services on this.
- Bigelow questioned if TBID Ad-Hoc Committee will be working on tracking metrics? Hentz stated that it is being worked on internally.

6. North Lake Tahoe Rent Relief Update

- Biggers stated the organization just concluded the first North Lake Tahoe Emergency Rent Relief Fund Program. She shared the application process and the different tiers of services. A total of \$165K was allocated and a check will be sent out from Sierra Business Council. Ross and Hentz thanked Biggers for all her hard work on this program. A Business Impact Survey is currently being worked on and will go out soon. Bigelow requested that Biggers share her draft survey before it is sent out.

Action to Katie: Share draft Business Impact Survey with TCDA and NTBA before it goes out.

7. Chamber Programming Updates – Katie Biggers

a. Breakfast Club – TBID Focused on March 2. This information was shared already.

b. March Chamber Trainings

1. Website Content/SEO – Tiffany Connolly, In Bloom Marketing, March 8th at 9am.
2. Social Media Training – Lindsay Thayer, LT Marketing, March 18 at 9am. Thayer shared if you have any specific questions please send them her way.

8. Event Update – Katie Biggers

Biggers shared an overview of event sponsorship and Special Event Partnership Funding events. There was a discussion on events, looking forward and threshold of comfort putting on events. Bigelow with TCDA stated that the Music Series at Common's Beach is still uncertain yet but maybe later summer of fall. Reilly with NTBA stated they are planning on virtual concert series again and have their schedule ready. Kyleberg shared that Vail is taking a very conservative approach and she remains in close contact with Ross in Squaw Valley, but they are currently not planning events. She stated they are looking at what they can do to support their businesses in the village. Long stated that the Shakespeare Festival has started selling tickets already. Long questioned the other business association regarding firework display. Bigelow stated they have not signed yet with a pyrotechnic company but will be looking to sign with a company that has a very flexible cancellation policy.

Action to Biggers: Keep Event Update on future agendas.

9. Future BACC Initiatives/Ideas:

a. Shop North Lake Tahoe – Lindsay Thayer, LT Marketing

Thayer stated the Shop Local campaign has been quiet. The usual Holiday Shop Local Campaign this year turned into the Goose Chase app. She provided some history and shared the [Shop Local](#) website. The campaign with cards and stickers turned out to be a bit labor intensive and Thayer questioned how can we bring this back to life? She questioned if it makes more sense to integrate this website onto the nltra.org website?

Ross provided further history and emphasized the previous campaign was not sustainable. Burke asked if the businesses would have resources and an appetite to push something like this out to their database?

Comments:

- Bigelow shared she would love to bring this back to life and questioned how do we go about capturing our new residents? How do we let them know it is important to support local businesses? She also mentioned that Tahoe Truckee Community Foundation has "Welcome Wagon" virtual events (designed for new residents, "meet your neighbor" or simply ask questions) would be willing to help push a local campaign out.

- Biggers shared that the Truckee Chamber has focus groups for new residents and asked that the committee members e-mail any ideas to her.
- Ross brought up that Shopping on the GoTahoeNorth website is not very prominent and rather hard to find. Burke stated she would need to look at the structure of the website to find out how to make it more prominent. Burke stated more resources from a staff perspective has been focused on building out business listing that were missing from our website. Long stated it increased from 11 to 66.
- Bigelow shared she found a great local campaign by searching online called “Locals for Laguna Beach” where you get a local’s card by purchasing a “local’s hat” or apparel on their website. This could be a good model for our community. A local’s card with deals? Reilly stated that the local’s card is very common in South Lake Tahoe and pretty much a 10% discount anywhere.
- Thayer shared she can reach out to Laguna Beach and ask for more information.

b. Restaurant week – Katie Biggers

Biggers recently came across a great website [Sonoma County Restaurant Week](#) and just wanted to bring this topic up to revisit as they are very successful in other cities. If there is any interest in this, we can add it to the next agenda. Ross questioned timing on this. Biggers shared the shoulder season would be great.

10. Committee Updates:

NLTRA

- Burke shared the Responsible Travel video focused on dining just came out as a resource for everyone.

Northstar

- Kyleberg is working on a Kindness Reward Program for her employees. Ross recommended that Kyleberg look up Kind Humans and they partner with a lot of non-profit.

Kings Beach

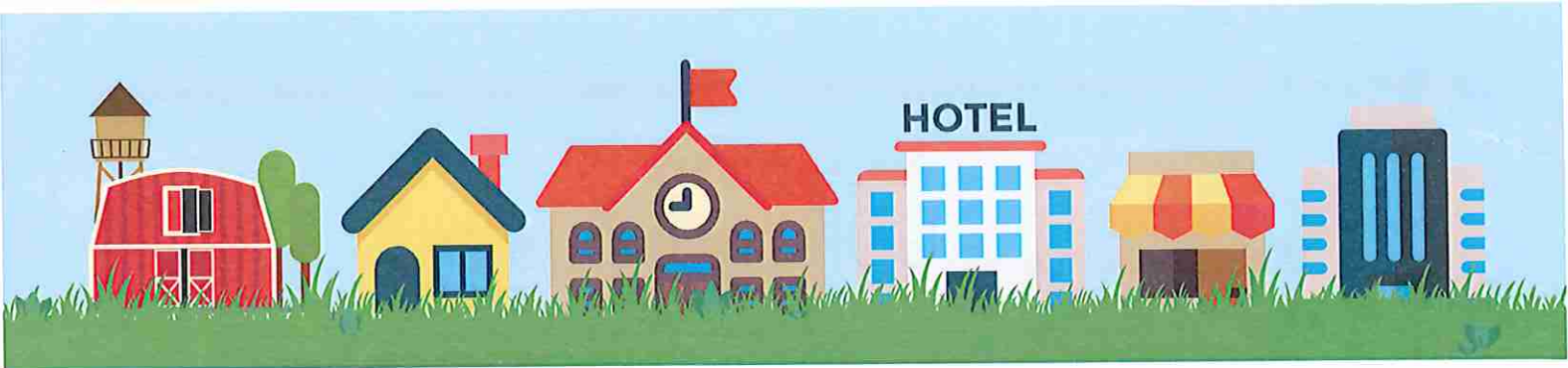
- Reilly shared the Community Relief Raffle launched yesterday. The raffle is free to enter for anyone in need. Any businesses can donate gift cards towards this relief program. More information is on the [NTBA website](#).

Action to Biggers: E-mail out the notice on next meeting, April 8th. (In-Market Tourism Development Committee meeting March 30)

11. Placer County Economic Development Update – No updates from Placer County CEO’s office.

12. Adjournment

The committee adjourned at 2:40pm.



Business Retention & Expansion

Supporting Growth of Placer County Businesses

Why a BR&E Program Now:

BR&E is about building business ecosystems that thrive and enhance resiliency. 2020 has been an unprecedented shock to local, state, national and world economies. This program is a first of its kind and intended to build a focused Placer county-wide collaborative network whereby data is developed and shared to better understand, predict and forecast business conditions, challenges, successes and opportunities. This will then be leveraged with Placer's outstanding industry, education, non-profit and business organizations to support and assist businesses of all sizes in their quest to grow and prosper in Placer County.

Foundational Goals of the Program:

- Assist and promote growth by providing meaningful information to help businesses decision making
- Utilize the information to track trends for developing and implementing strategies that strengthen businesses, industry sectors, and the business linkages and supply chains
- Further develop Placer's network of resources and organizations to further engage Private-Public Partnerships, supported by the Placer County Economic Development Board

Primary Parts of the Program

1

Evaluate

past/present/future BR&E work by cities and business organizations.

4

Analyze

survey results.

2

Engage

program partners county-wide.

5

Report

findings.

3

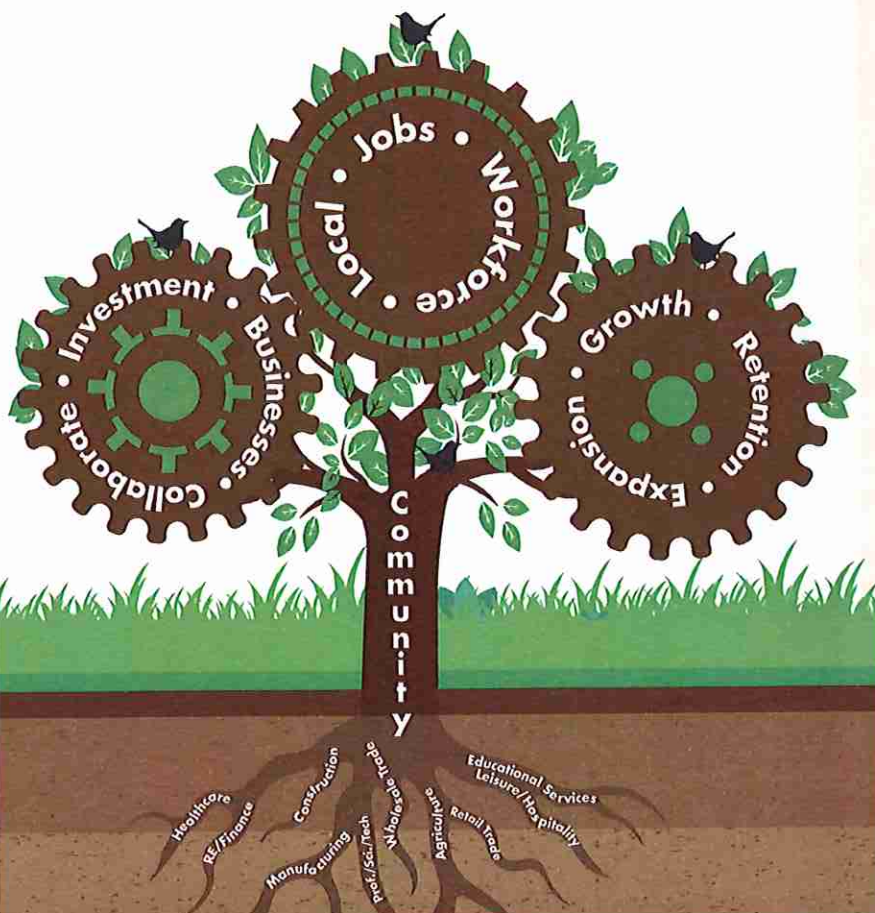
Survey

businesses and organizations.

6

Adopt

Economic Development Board adopt program and procedures for on-going BR&E work in Placer County.



A Placer County Regions Program, including all cities, chambers, and business organizations. Sponsored by the Placer County Economic Development Board.

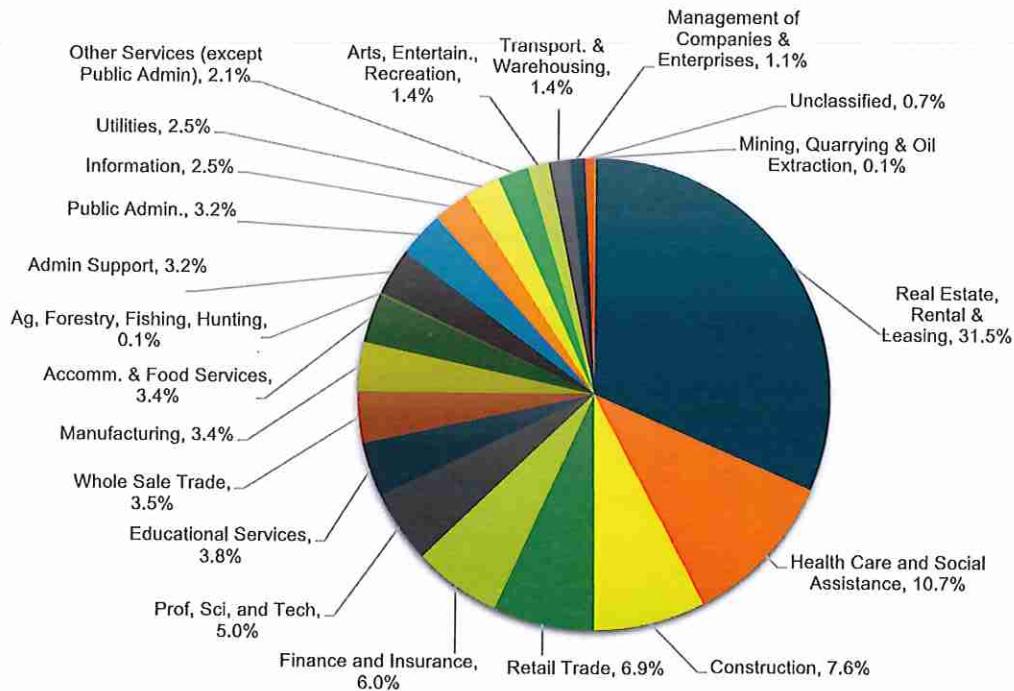


Questions? Call the Placer County Office of Economic Development 530-889-4084

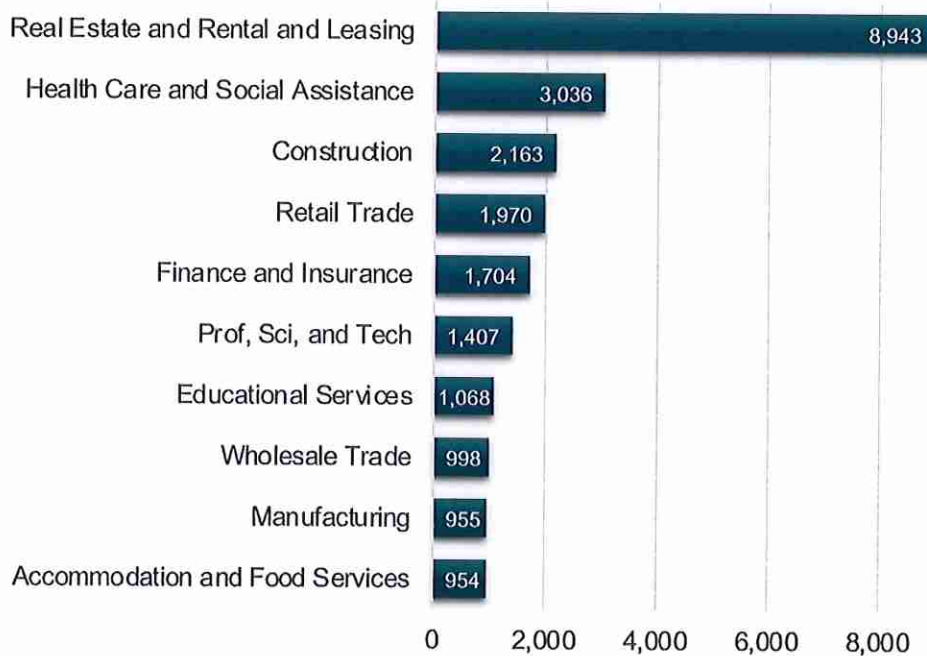


PLACER COUNTY GDP by Industry

As of 2019, Placer County GDP totaled **\$28,348,136,000**



Top 10 Sectors by GDP (\$ Millions), 2019





Community Cards

Growing local businesses, strengthening communities

Powered by
giftee[™]

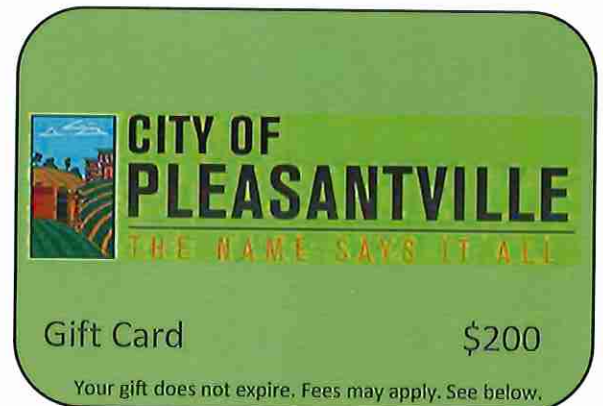
A Community Card Is...

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >\$5
- Works at any number of different merchants in a community
- Merchants opt-in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

"Gives back" to local communities



Powered by
yiftee

Community Card Buyers

Employee Rewards,
Customer Appreciation



Consumer Deals,
Offers, Loyalty



Gifting



Fund Raising
Schools, Non-profits



Bulk Purchase



Available to companies & individuals via web page, web links, enterprise app, Facebook



**CITY OF
PLEASANTVILLE**
THE NAME SAYS IT ALL

Gift Card

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[FAQ](#)

[ACTIVITIES + SPORTS](#)

[NEWS](#)



Welcome to Pleasantville.

Join us for the annual Pleasantville Pig Out on May 31st and June 1st.

UPCOMING EVENTS

Yiftee Confidential

Sponsorships Support Local Businesses

Local employers, professionals, community groups and others can give gifts and/or sponsor a bonus gift program.

Impact to local business is multiplied by consumers purchasing cards.

eDelivery fee discounts may be available for bulk purchases.



Buy \$30, Receive \$10 Bonus
Buy \$75, Receive \$25 Bonus
Buy \$120, Receive \$40 Bonus

Love Frisco
COLORADO

Check eGift Balance

Love Frisco, Stay/Shop Frisco Card

The Love Frisco, Shop/Stay Frisco program is designed to encourage locals & visitors alike to support Frisco's small businesses, including lodging. Cards are valid at participating Frisco businesses only. The Town of Frisco will match your purchase with a bonus card at the following matches: Spend \$30, Get \$10 / Spend \$75, Get \$25 / Spend \$120, Get \$40. Bonus cards expire September 15, 2020. Bonus limit per purchaser is up to \$125. Call the Visitor Center between 9am-5pm w/questions 970-668-5547

Visit Website

Shop Location(s) [See All / Search](#)

Choose Gift Amount

Love Frisco SHOP FRISCO
Love Frisco STAY FRISCO

\$30 \$75 \$120

Recognizing Community Sponsors



How It Works

Where Can I Use It?



Check Balance

For Businesses

LEAD SPONSORS

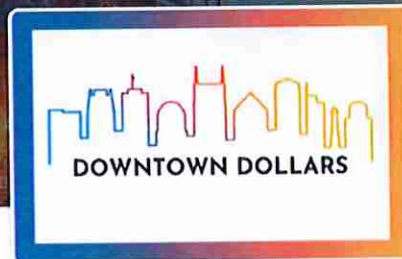
505
AllianceBernstein
AT&T
First Horizon Bank
Giarratana LLC
MP&F Strategic Communications
Nashville Predators
Pinnacle Financial Partners

ASSOCIATE SPONSORS

Berge Design Solutions
Broadway Entertainment
CapStar Bank
FirstBank
Freeman Webb Companies
Gresham, Smith and Partners
GSRM Law
Hall Strategies
Highwoods Properties
Regions Bank
Robin Realty Company, LLC
SP Plus
Waller

Digitally Send a Downtown Nashville Gift Card Downtown Dollars

Downtown Dollars can be spent at many of your favorite retailers, restaurants, services and entertainment destinations in downtown Nashville. Use the Downtown Dollars e-gift card at all participating locations in the heart of the city — downtown Nashville has it all!



Sponsors may cover eDelivery fees, bonus gifts, gift purchases, marketing costs and more.

Choose an eGift Card Amount

\$25	\$50	\$100	CUSTOM
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Bonus Offers Sweeten the Pot (Optional)


Participating merchants can make Bonus Offers for people to use their Cards in their stores. This attracts people to buy the cards for self-use.



How it Works
Select the value of your gift card. Choose your recipient(s) (family, friends, team members) and send via email or text message. The recipient can use that value to make purchases at any participating Dutch Country Farmer's Market retailer.

Special Offers with your Card

[See Printable List](#)

 <p>BECCA'S BAKERY <small>19 Commerce Street Flemington, New Jersey 08522</small> 2 COOKIES WITH \$10+ PURCHASE Details</p>	 <p>BEILERS CHEESE & PICKLES <small>19 Commerce Street Flemington, New Jersey 08522</small> 2 PICKLES WITH \$10+ PURCHASE Details</p>	 <p>DUTCH COUNTRY PRODUCE <small>19 Commerce Street Flemington, New Jersey 08522</small> 2 APPLES WITH \$10+ PURCHASE Details</p>	 <p>ESI'S SEAFOOD & SALADS <small>19 Commerce Street Flemington, New Jersey 08522</small> 1 HOMEMADE COCKTAIL SAUCE WITH \$10+ PURCHASE Details</p>	 <p>LANC... <small>19 Commerce...</small> 2 PIE... WIT</p>
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Redeeming Your eGift Community Cards

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

MasterCard validates transaction

Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)

Do not exceed card value

Reconciled by normal MC bank. CNP interchange fees apply on redemption

No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed

eGift Card DEMO

Text the word "smitten" to: (855) 890-2028



Powered by *Yiftee*

Refreshes to current balance

Confidential



Simple to Deploy: No external hardware, terminals or integration



Normal funds settlement for merchants; no funds transfer or liability for organizer;
no fraud risk for merchants or organizer



How to Get Your Own Community Card

Custom branded to your community

- 1) Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc.
- 2) Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption
- 3) Yiftee will set up account then you upload list of participating merchants. They simply run “Activation card” which is a \$0.10 Mastercard on their PoS to opt-in
- 4) Cost summary: \$1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent when possible to gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award in which case an expiration date up to a year from time of issuance may be applied. If gifts expire, Yiftee retains 10% of gift value and the remaining balance is rebated to sender.



Summary: Community Cards Strengthen Communities

Simple to deploy, no hardware or integration, zero fraud risk

- Anyone that takes Mastercard can participate
- No backoffice administration needed
- Always available to consumers on their phones or printed

Large employers and organizations jumpstart gift sales

- Employee rewards, holiday gifts, welcome gifts, surveys, marketing, wellness...
- Fund raising campaigns with specific merchants who offer discounts
- Bulk card purchases made easy

No set-up costs, no monthly costs, \$1+5% eDelivery fee per card

You can get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions



Powered by



Who is Yiftee?

What we do: Drive profitable revenue for local businesses using eGift cards and promotions. Strengthen local communities

Customers: 200+ communities, 10,000 merchant locations



Business model: A combination of SaaS subscription and transaction, promotion and inactivity fees. Profitable and cash flow positive

Launch date: December 2012

Location: Menlo Park, CA, customers nationwide

Services: Community cards, eGift cards, digital promotions and the associated end user customer and merchant support



Case Studies

"Yiftee is the best thing we've experienced!"
- Alexis@Bedrock Development, Detroit



Community	Launch Date	\$ Sold	# Merchants	# Cards (as of 12/31/20)
Detroit, MI Pop: 673k	11/17/2017	\$3,000,000	100	34,900



Spartanburg, SC Pop: 40k County: 300k	11/14/2018	\$90,700	33	2,750 so far
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Powered by



Thank You!

Donna Novitsky, Yiftee CEO

donna@yiftee.com

650-533-0938 cell

Yiftee Confidential

Appendix: Merchant FAQ's

Q: Is there a deadline to participate?

A: We are planning a launch on ??? to introduce the Card to the community. Sign up before then so that you are a part of the launch program and get this incremental business.

Q: How do I process the eGift Card?

A: Process it as a credit card (not debit or gift card) and key in the transaction like a phone order. Mastercard will validate. Do not go over the value of the card or the transaction will be declined. If this happens, start over and charge equal or less than the card value.

Q: What if the purchase is for more than the eGift Card value?

A: Run the eGift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. We do not recommend allowing tipping on the card because it is a prepaid card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present Mastercard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.