



north lake tahoe

Chamber | CVB | Resort Association

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

Date: Thursday, July 22, 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 | **Sahra Otero**, Heartwood Floristry & Planeterium

Alyssa Reilly, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing

Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort | **Linda Offerdahl**, IVCBA

Amy Kylberg, Northstar California | **Susan Whitman**, Northstar California

Patrick Lacey, Homewood Mountain Resort

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

Placer County Representative: **Nick Martin**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85141847994?pwd=dXlzMWc2ZlFncHBXeTN5bll1UzFQUt09>

Meeting ID: 851 4184 7994

Passcode: 318554

+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, April 8, 2021 – **MOTION**

Discussion

5. Yiftee E-Gift Card Program
6. Housing
7. Event Update
8. Committee Member Update
 - a) Squaw Valley: Caroline Ross
 - b) Kings Beach: Alyssa Reilly
 - c) Tahoe City: Kylee Bigelow

- d) Incline Village: Greg Long / Paul Raymore
- e) West Shore: Patrick Lacey

9. Placer County Economic Development Update – Emily Setzer (10 minutes)

10. Adjournment

Posted online at www.nltra.org



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**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, April 8th, 2021 at 1:00pm

Via Zoom

PRELIMINARY MINUTES

Committee members that called-in: Patrick Lacey, Paul Raymore, Greg Long, Kylee Bigelow, Caroline Ross, Alyssa Reilly, Nicholas Martin, Steven Lamb, Susan Whitman, Jim Phelan, Amy Kyleberg

Staff and other in attendance: Amber Burke, Katie Biggers, Jeff Hentz, Sherri Conway

1. Call to Order – Establish Quorum at 1: 03pm

2. Public Forum – No public forum.

3. Agenda Amendments and Approval

MOTION to approve todays agenda BIGELOW/PHELAN/UNANIMOUS

4. Approval of Meeting Minutes

MOTION to approve Meeting Minutes from February 11, 2021 LONG/LAMB/UNANIMOUS

5. NLTRA/CEO UPDATE

Hentz shared a TBID Update.

- A lot of work is going on behind the scenes regarding communications and getting prepared with a lot of outreach with our partners that is part of TBID. This will be in forms of outreach webinars, zoom calls, letters to the whole business community outlining how this will work.
- July 1, 2021 is the start of the TBID and collections.
- Part of this work behind the scenes is looking at the organization structure and making sure it is aligned with all the new responsibilities; this also includes CAP Committee responsibilities.
- Hentz shared the Coraggio Group was hired to help with process. Over the next 60 days there will be focus groups, interviews that a lot of this group with also be involved in.

Burke gave an update on directives from the In-Market Tourism Development Meeting and budget allocations for the remaining funds.

- TakeOut Tahoe extended through June. Phase 2: May 15 – June 30. Ongoing weekly post of dining and boosting of message. Cost \$5,300
- Sustainability Initiative. Campaign Period: Memorial Day-Labor Day. Utilize local media outlets, Digital creative: Augustine, Radio Creative: TAA. (Social and Digital media cost will be handled through the Marketing Cooperative) Cost \$38,000
- Yiftee Gift Card Program. Timeline: Memorial Day – Labor Day. Try to gain wide merchant opt-in. Provide benefit to consumers beyond keeping dollars local, since most businesses are not

chains. Paid Social Media and Window cling. There does not to be some creative along with this. Burke recommended pulling some money from the Sustainability initiative. \$6,185.

Comments on budget allocations:

- Ross questioned if we consider the comments mentioned in the meeting including day visitors from Carson City and Reno? Burke stated that is worked into our digital media through our coop.
- Ross questioned if we are spending more equal or more on social media as this seems print heavy. Burke shared it was recommended from Richter 7 to spend an estimated \$3K per month. Ross suggested using publications with a longer shelf life and strategize the placements.
- Hentz also shared that there will be presence or an ad with content in our Visitors Guide regarding our Sustainability Initiative.
- Bigelow shared it is great we are utilizing local media as they can need our support now.

6. Placer County Regions BRE Update- BRE project direct outreach – Sherri Conway

Conway with Placer County Economic Development gave some background on why the Business Retention & Expansion program is important. They have launched a survey to help shape the future of business retention and expansion in the county. The survey is a collaborative effort to determine how regional partners can continue to work with business owners in Placer County, strengthen our local economy and help business prosper. Conway shared data will be leveraged with the county's outstanding industry, education, non-profit and businesses organizations to support and assist businesses of all sizes in their quest to grow. This survey is sponsored by the Placer County Economic Development Board. Conway shared this survey was sent out to 6000 businesses in Placer County, but they are really hoping to target the biggest or top 10 sectors. (link to [survey](#)). Conway is looking to hear of the challenges they are faced with along with where they see opportunities for growth. This is an opportunity for the business community to tell Placer County how they can better serve them and what they can do better.

Comments:

- Ross questioned what the deadline is for the survey? Conway shared she is hoping to close it within the next 7-10 days, but this could be a little flexible.
- Phelan shared he rarely does online surveys as he thinks they just do not go anywhere and also shared his concern about the pie graph showing Arts, Entertainment, Recreation as a very small industry. He questioned what determines these industries and shared his frustration with being a recreation provider and not being recognized as an industry and an important part of the economy.

Other resources shared during this meeting include [Placer County Regional Employment Profile Supplement](#), [Placer County Economic Overview & Target Industries](#).

Action to Biggers: Create a toolkit (logo, creative and content) and share with the different Business Associations.

Action to Conway: Will share more information on the different business categories to Biggers and an explanation of the codes.

7. Yiftee Community Card Business Rollout – Katie Biggers

Biggers shared the Yiftee e-gift card was approved at the last In-Market Tourism Development Committee. She shared she has a lot of information and how it works but she is looking for a marketing person or another staff member from the different business associations that can sit on a “side” committee to help with outreach.

To help make this program successful there is a lot of education and “handholding”, right from the start. Biggers covered the fees involved with this e-gift card. The cost is \$1 + 5% of gift value “eDelivery fee” paid by gift sender at time of purchase. Biggers shared examples of Mammoth, Boulder and South Lake Tahoe’s e-gift card website along and recommended we come up with a logo, Shop North Lake Tahoe. One goal that was discussed was signing up 40 businesses before Memorial Day Weekend.

Comments:

- Bigelow shared it would be helpful to develop a “how to” for businesses and a script for the business association on some of the questions they will be asked. She also suggested putting on a zoom training.
- Bigelow suggested creating a google spreadsheet with all the businesses in the area so when they are onboard, we can check “confirmed” and the different business associations can claim what businesses they want to target.
- Bigelow recommended creating a document with economic impact “Why Do I Care” from other communities, helping the rollout.
- Bigelow recommended getting this out to some of the real estate agents as well, doing presentations in front of companies with large employee base, such as the PUD’s and the TTUSD.
- Biggers questioned the Love sticker as a logo and asked for input. Ross stated she is all for not reinventing the wheel but one of the challenges with that creative is does not scream shop local or shop North Lake Tahoe. Somehow incorporate the topography lake creative NLTRA has with the love one.
- Lacey recommended the logo standing out as a North Lake Tahoe logo.
- Raymore brought up the reporting aspect and purchaser outside the region vs. purchaser within the region. Biggers will follow up for this information.

Action to Katie: follow up on reporting capabilities on what you can track, outside the region vs. inside the region.

8. Chamber Programming updates:

- a) PPE Day – April 23rd 9:30 – 1:30 both at Kings Beach Event Center and “old” Tahoe City Fire station.
- b) May Breakfast Club – May 4th This will be transportation focused.
- c) Hospitality Training – May 18th

9. Summer Event Update Discussion – Katie Biggers

Biggers created an event google document that can be updated at any time by the different business associations. This is a document that will keep everyone updated on events around the region. The document can be accessed [here](#). This is an internal document and it not to be published anywhere.

- Bigelow shared her event this summer: TCDA is hosting the 15th Annual Tahoe City Solstice and the Swing into Summer Classic – golf tournament at the Tahoe City Golf Course. Dates: June 12th – June 20th. There will be several events thought out the region.

Ross questioned if there is assistance the business associations can get from the NLTRA to get any idea on event landscape and how they may look like for July, August and September. Capacity? Hentz shared he is in constant contact with Placer County and they just sent out new directives. ([State Update Blueprint](#) & [Blueprint for a Safer Economy](#)). Hentz stated there are many caveats to this. It is still very restrictive especially indoors but outdoor is less restrictive. Reilly with NTBA was in the understanding that after June 15th the tiers would go away. She also questioned the ABC about the liquor license, and she will be calling to follow up and share this information. Reilly recommended scheduling a bi-weekly phone call to keep updated on events and event landscape.

10. Committee Updates:
Kings Beach – Virtual Vibes is happening, and they will announce bands soon and they may have 3-4 live shows planned if they can move forward with that. The Annual Membership meeting will be on April 21st. The Annual Clean Up date is June 5th and the community clean program has already started. She has been working with Placer County and the Clean Tahoe Program which should be in place within the next 30 days.
11. Placer County Economic Development Update – No updates from Placer County CEO's office.
12. Adjournment
The committee adjourned at 2:45pm.