

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 | **Katherine Hill**, Tahoe City Downtown Association | **Sahra Otero**, Heartwood Floristry & Planetarium

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

<https://us02web.zoom.us/j/86965648133?pwd=Q25MTG1YTUwrb245WTgrZ2phaFFNQOT09>

Meeting ID: 869 6564 8133

Passcode: 331328

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 – **MOTION**
4. Approval of Meeting Minutes
 - a) Thursday, July 22, 2021 – **MOTION**

Discussion

5. Small Business Saturday - Chloe Marquardt (TCDA), Katie Biggers (NLTRA)
 - Chloe to give update on TCDA plans for Tahoe City Downtown region
 - Small Business Saturday Swag Order –Katie
 - Discuss other plans for other regions and brainstorm how we can all collaborate
 - Talk through ideas on how to incorporate our North Lake Tahoe Gift Card into this weekend
6. [North Lake Tahoe E-Gift Card Program](#) (powered by Yiftee) - Katie Biggers
 - Discuss changes to graphic - suggestions from last meeting
 - Assistance with onboarding, printing activation cards and delivering to businesses
 - Small Business Saturday push for promotions on site

7. NLT Jobs Fair – Discuss the idea of hosting an online job fair - similar to what Placer County is hosting [HERE!](#)
8. Partnership Funding Update - Katie Biggers (NLTRA)
 - \$50,000 in Special Event Marketing Sponsorship Funds Available for 2022: [HERE!](#)
 - 2022 Partnership Funding Selection Panel
 - Cameron Calvert - Events Manager, SVNC - Palisades Tahoe Village/Heavy Event Operations
 - Kristen Costa Bartlett - Sponsorship, Athlete & Event Marketing Manager, Palisades Tahoe
 - Stephanie Hoffman- COO, Tahoe Luxury Properties – NLTRA Board of Directors / West Shore/Lodging
 - Wendy Hummer- Owner, EXL Media -Tourism Development/In Market
 - Sean Chango - Chango Presents- NTBA BOD Member/KB/Event Professional (waiting on confirmation)
9. Summer and Fall Event Learnings and Winter Event Updates
 - NLTRA Fall Email recapping sponsored events: [HERE!](#)
 - Winter Event Updates –Collaborative Spread Sheet [HERE!](#)
10. Chamber Programming Updates
 - November Breakfast Club – Winter Transportation, Airport and Visitor Center Updates! Register [HERE](#)
 - December Breakfast Club - Welcome to Winter – Ski Resort Updates!
11. Committee Member Updates
 - a) NLTRA BOD Update- Jim Phelan
 - b) NLT Chamber – Katie Biggers
 - c) Olympic Valley/SVBA & The Village at Palisades Tahoe: Caroline Ross, Steve Lamb
 - d) Northstar Village: Amy Kylberg, Susan Whitman
 - e) Kings Beach/NTBA: Alyssa Reilly, Lindsay Thayer
 - f) Tahoe City/TCDA: Kylee Bigelow/ Chloe Marquardt
 - g) Incline Village: Greg Long / Paul Raymore / Linda Offerdahl
 - h) West Shore: Patrick Lacey
9. Placer County Economic Development Update –Nick Martin (10 minutes)
10. Adjournment

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, July 22nd, 2021 at 1:00pm

Via Zoom

PRELIMINARY MINUTES

Committee members that called-in: Pay Raymore, Caroline Ross, Lindsay Thayer, Alyssa Reilly, Patrick Lacey, Kylee Bigelow, Amy Kyleberg, Linda Offerdahl

Staff and other in attendance: Amber Burke, Katie Biggers, Ashleigh Easley,

1. Call to Order – Establish Quorum at 1: 04pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve today’s agenda REILLY/RAYMORE/UNANIMOUS
Biggers shared if there is extra time at the end she will add “Winter Staffing”.
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from April 8, 2021 RAYMORE/LACEY/UNANIMOUS
5. Yiftee E-Gift Card Program
Biggers has started the outreach to businesses for the Yiftee E-Gift Card Program. A webinar was held this morning, but it only had one attendee’s due to everyone’s busy schedule. The recording from the webinar was shared this morning for those who couldn’t attend.

Biggers shared the Yiftee landing page for North Lake Tahoe. The merchants need to be verified and most of them should have received an e-mail with the .10 cent card which is how they verify their POS system with Yiftee. There was also an E-mail blast on the eGift Card Program that was sent out last week that has all the details for both consumers and merchants. Biggers shared the Yiftee taskforce group should spend some time settings goals, maybe look into sponsors and how to best cross-promote it. There are also window clings being made for the participating businesses with QR codes to the website to purchase gift cards.
6. Housing
Biggers stated there are several groups discussing current housing crisis, Mountain Housing Council and the several Economic Vitality Groups in the area. There is a Short-Term Rental Ordinance on the agenda Tuesday, July 27th which is a meeting being held in event center in Kings Beach. Martin shared the agenda will be posted soon and recommended everyone read the staff reports. Thayer shared a link where you can subscribe to the newsletter.

Action to staff (Katie): Share the agenda for the Placer County Board of Supervisors meeting when available.

7. Event Update

Squaw: Ross gave a brief update of the Spartan National Championships event is happening at the end of September this year. Spartan is looking to reduce the number of participants and they are anticipating 4,500 for each day with adjustments in the programming. Ross shared there has been two Bluesdays so far and they have been very busy. The Bluesdays is happening through August. Brews, Jazz and Funk Fest this year will require advance ticket purchase on the Eventbrite platform. They are limiting the capacity and they will do the same for Oktoberfest. Ross also shared they are moving forward with a Made in Tahoe Festival on October 9th and 10th. Oktoberfest will be a two-day event on October 18th and 19th. She shared that occupancy has been great in the Village at Squaw.

Northstar: Kyleberg shared the Bike and Brews event is happening tomorrow. They have made some adjustments in the village when it comes to seating. Northstar also kicked off a Friday night series which has been very well received. They also offer free yoga on Thursday nights and Saturday morning and Dinner and Movie night is another event happening. Northstar is about to break ground on 4 Bocce ball courts in the overlook area.

Kings Beach (NTBA): Reilly shared the Music on the Beach is happening and it kicked off on July 9th. The music runs through September 3rd. A special announcement will be made next week.

Tahoe City (TCDA): Bigelow stated the Summer Solstice Festival happened June 12-20. She is currently getting feedback on the events that happened in the various locations around town. The Concerts at Commons Beach starts up this Sunday. It will be a 7-week series through Labor Day. They are starting to plan for Oktoberfest on September 25th.

Incline Village: Raymore introduced Linda Offerdahl from the Incline Village Crystal Bay Business Association to the committee members. He shared with Linda and Greg Long from the Visitors Bureau; he will most likely step down from this committee. Offerdahl shared funding has been secured from Washoe County. They held a Parade that was well attended on July 3rd and IVGID is sponsoring a new resident Meet and Greet next Tuesday, July 27th. Shakespeare Festival offers Monday night concert series at Sand Harbor. Classical Tahoe is orchestra and chamber concerts held at the Sierra Nevada University campus this summer. Offerdahl also shared they have music at the beach on Wednesday and Friday nights and is looking forward to being involved with this group.

West Shore: Lacey shared the Weber's Art & Craft Fair is happening on August 6th-8, and August 20th-22nd. September 10-14 is the Tahoe 200 running event. Sept 18-19th is the Adventure Van Expo. October 21-24 is the Halloweekends at Homewood. Homewood Marina High & Dry has an Electric Boat Experience that is very exciting if you like surfing behind a boat. West Shore Beach Club offers 8 cabanas you can rent with access to paddleboards and kayaks.

NLTRA: Biggers shared the Clean Up NLTRA is participating in and the dates. The next one is on August 9th in Kings Beach and September 8th on the West Shore. She is looking for a co-host for the Kings Beach event. Biggers reminded everyone to share highlights on the North Tahoe Eats Facebook page. On Fridays Biggers has been posted jobs on "Hire Fridays".

Bigelow is going on maternity leave for 3 ½ months and will have Sahra Otero attend the BACC meeting but questioned how it works as far as the In-Market Tourism Development Committee meetings.

Action to (Katie/Amber): Follow up with Interim CEO on rules for “stand-in” on committees.

8. Winter Staffing

Bigger shared even though this was not an agenda item for today and added last minute, it's an important topic to discuss and asked for everyone's input.

Burke stated NLTRA is trying to be proactive for the winter and if there are ways, we can help businesses out please let us know.

9. Placer County Economic Development Update

Martin gave a brief update on the collaboration with the business resource centers in Auburn on how to assist business start-up in this region, make things more streamlined and assist with permitting process.

10. Adjournment

The committee adjourned at 2:05pm.