

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

Join Zoom Meeting

<https://us02web.zoom.us/j/82444430642?pwd=SWRYQzZXdzA2K29PR1JNREQ1ODhkdz09>

Meeting ID: 824 4443 0642

Passcode: 959461

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, Oct. 14, 2021 – MOTION
5. **CEO Update - Biggers/Bavetta**
 - NLT TBID Collection Figures
 - Business Association Seats on the CAP Committee
6. **TDC Seats Available and open BACC Seats - Biggers**
7. **Holiday Gift Card Outreach -North Lake Tahoe E-Gift Card Program** (powered by Yiftee) - Biggers
 - Window Cling Pick Up
 - Assistance with onboarding, printing activation cards and delivering to businesses - updates

8. **Hiring & NLT Jobs Fair – Recap and Ideas for Hiring**
9. **Partnership Funding Update - Katie Biggers (NLTRA)**
\$50,000 in Special Event Marketing Sponsorship Funds Awarded for 2022
 - Lake Tahoe Paddle Racing Series | 6/18, 7/23, 7/27 & 28, 9/17, 2022 | North Lake Tahoe | Sponsorship: \$7,000
 - Lake Tahoe Dance Collective | July 27-29, 2022 | Tahoe City | Sponsorship: \$2,500
 - Snowfest! | February 25-March 6, 2022 | North Shore – Lakeside | Sponsorship: \$5,000
 - Skate the Lake | August | Tahoe City | Sponsorship: \$5,000
 - Tahoe Spark | April 30 & May 1, 2022 | Kings Beach | Sponsorship: \$5,000
 - TaHoeNalu | August 6-7, 2022 | Kings Beach State | Sponsorship: \$3,500
 - Haight Ashbury Concert | September 2022 | Tahoe City | Sponsorship: \$1,000
 - The Great Ski Race | March 6, 2022 | Tahoe | Sponsorship: \$7,000
 - Concours d'Elegance | August 12-13, 2022 | West Shore | Sponsorship: \$5,000
 - Made in Tahoe, May/October 2022 | Palisades Tahoe | Sponsorship: \$5,000
 - Oktoberfest | September 17, 2022 | Palisades Tahoe | Sponsorship: \$4,000
10. **Winter Event Updates**
 - Winter Event Updates –Collaborative Spread Sheet [HERE!](#)
11. **2022 BACC Meeting Dates**
 - Feb 10
 - April 14
 - June 9
 - Aug 11
 - Oct 13
 - Dec 8
12. **Chamber Programming Updates**
 - December Breakfast Club - Welcome to Winter – Ski Resort Updates! [Full Zoom Recording](#) | [Chat Transcript](#)
13. **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) Kings Beach/NTBA: Alyssa Reilly, Lindsay Thayer
 - e) Tahoe City/TCDA: Kylee Bigelow/Chloe Marquardt
 - f) Incline Village: Greg Long / Paul Raymore / Linda Offerdahl
 - g) West Shore: Patrick Lacey
14. **Placer County Economic Development Update –Nick Martin (10 minutes)**
15. **Adjournment**

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MEETING

Thursday, October 14th, 2021 at 1:00pm
Via Zoom

PRELIMINARY MINUTES

Committee members that joined via zoom: Caroline Ross, Steve Lamb, Sahra Otero, Greg Long, Paul Raymore, Alyssa Reilly, Lindsay Thayer, Amy Kyleberg, Patrick Lacey, Katerine Hill, Linda Offerdahl, Julie Malkin-Manning, Jim Phelan, Nick Martin

Staff and other in attendance: Katie Biggers, Bonnie Bavetta

1. Call to Order – Quorum was established at 1:03pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve today's agenda REILLY/LACEY/UNANIMOUS
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from July 22, 2021 LONG/REILLY/UNANIMOUS
5. Small Business Saturday
Biggers inquired if the Business Associations are doing anything special for Small Business Saturday? She shared that Tahoe City is planning on a downtown lighting, TDCA will do some activation in the Heritage Plaza and Santa will be there. Otero stated they are working on this event, and she will share more information as it becomes available.
Ross with Palisades Tahoe shared it's great to keep this conversation going and maybe the tree lighting can happen at different times in the different regions. A Welcome to Winter Event is being planned for Friday.
Malkin-Manning stated that Incline will hold a community wide party at the kick-off of the Northern Lights Festival and will highlight all their retail businesses on Small Business Saturday. She will share more information soon.
Reilly has not done anything in the past but will keep the committee posted on their plans for this year.

Biggers shared the Small Business Saturday swag she will be ordering.

Ross liked the idea of incorporating the Yiftee Gift Card into the Small Business Saturday. Biggers recommended offering specials or promotions to get people into businesses.
6. North Lake Tahoe E-Gift Card Program
Biggers gave Malkin-Manning a quick overview of the gift card program since she is new to this committee. She also shared what the individual activation card looks like for the businesses and walked

the committee through the process. At the last meeting it was recommended to make some changes as far as the creative to make it look more local. Biggers shared the new creative and what the window clings look like and asked for feed-back. Otero and Ross stated it looks great and works year-round. Biggers stated this will be a focus next week, doing outreach and try to get more businesses on-board.

Ross offered to help with the merchant activation codes and the reach out and suggested that we do a little promotion of the Yiftee with giving some away on Small Business Saturday. Thayer suggested giving the gift cards as a reward for signing up. Biggers shared that there is not necessarily budget for this, but she will investigate. Raymore recommended sharing the value of the gift card sold as a tool to get more businesses to sign up and stated this is a great gift idea.

7. NLT Jobs Fair

Biggers questioned the committee if it would be helpful to do a virtual job fair before winter. Thayer mentioned Truckee has been using a website and asked if that has been successful for them? She suggested doing something online as that is where most people look for jobs.

Action to Katie: Follow up with Lynn at Visit Truckee to find out how the traffic to their job website is performing.

8. Partnership Funding Update

Biggers reviewed the 21.22 Partnership Funding Application process and timeline. Applications for events taking place in the 2022 calendar year will be accepted from Oct.1-Oct 22, 2021. All program information and application forms will be available on nltra.org and staff will be sent information via email to their producer and event notification email distribution list. Applications will need to present to a selection panel on Thursday, Nov 4th, 2021. There is \$50K allocated towards this Special Event Partnership Program.

Biggers did highlight the events has to be in Placer County and a press release already went out.

9. Summer and Fall Event Learnings and Winter Event Updates

Biggers stated this committee is a great place to share what is happening and opened it up to the committee members to update everyone. It's also a great place to share what we learned from previous event going forward.

- Homewood shared they have Halloweekends coming up Oct 21-24. Lots of family entertainment including spooky chairlift rides, Trick or Treat Village, face painting and more. Live Band and Live Dj's.
- Squaw Valley had some successful events and had a lot of things planned that got cancelled due to smoke. Ross shared their Made in Tahoe Festival was very successful with amazing weather and this will be an bi-annual event going forward. She is feeling optimistic for 2022. She thanked NLTRA for all the support. She is looking forward to continuing to collaborate so that events are spread out and not on the same weekends.
- Northstar had smaller events this year including live music on the weekends and yoga twice a week. Their most successful event this summer was Bike & Brews.
- NTBA hosted their music series which was very successful. Their Passport to Dining Event at the North Tahoe Event Center is moving forward on November 4th. The number of vendors will be limited to 250 this year. Vaccine is a requirement to get in. There will be live music at the event

and ticket sales has been steady. This will be the 16th year. She is looking for more restaurants to participate.

Ross stated there is a collaborative spread sheet that was shared on upcoming winter events. Biggers shared this is an internal document and gave a brief description on how it's set up. Events in red are old dates that needs to be updated and changed to black if they are happening. Biggers asked for feedback on this collaborative document.

- Malkin-Manning from Incline shared she likes this document and hope to add more Incline events in here soon.
- Kyleberg shared she loves this collaborative document.
- Ross recommended "striking through" the events that are not happening.
- Ross suggested adding Spring and Summer spreadsheet too.

Biggers will check back with everyone to make sure progress is happening.

10. Chamber Programming Updates

Biggers updated on the Breakfast Club and the presenters. The main focus will be winter transportation for the November meeting. December 2nd will be Ski Resorts Welcome to Winter.

11. Committee Member Updates

Phelan gave a quick update on the NLTRA. NLTRA has a few new board members and Bonnie Bavetta is working on hosting an orientation for the new members before our November meeting. He also shared that we are hoping to bring in a new CEO before the end of the year.

TBID collections numbers should be coming in soon and we will soon know what that looks like. He also shared there are 3 new committees so if anyone is interested, please let Katie know.

Ross shared that there has been a name change to Palisades Tahoe and is looking forward to a great ski season. The gondola project is under way.

Incline will share all their key events in their spreadsheet and is excited to be part of this group. IVGID is getting ready to close the golf course and is preparing for ski season.

12. Placer County Economic Development Update

Martin shared his update via chat. There is a NTRAC meeting tonight at Tahoe City PUD where one of the main updates is the STR ordinance. CAP committee grants funding applications are due today for capital projects for next year.

13. Adjournment

The meeting adjourned at 2:25pm.