



north lake tahoe

Chamber | CVB | Resort Association

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

Date: Thursday, February 10, 2022

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 | 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

Patrick Lacey, Homewood Mountain Resort

North Lake Tahoe Resort Association Board Member: Jim Phelan

Placer County Representative: Nick Martin

Join Zoom Meeting

<https://us02web.zoom.us/j/88406227883?pwd=V2tZRVBXaHFpRndjTmp2OTV1VzArdz09>

Meeting ID: 884 0622 7883

Passcode: 310465

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, December 9, 2021 – **MOTION**
5. **Employee Retention and Recruitment**
Hiring Trends and Recruitment – Sara Page - Golden Sierra
6. Placer County Labor Market Conditions & Workforce Opportunity Profile – Aaron Wilcher - Director COE Greater Sacramento
7. **North Lake Tahoe Local Employee Retention and Recruitment Initiatives**
 - Employee Housing Initiatives - Dave Wilderotter - Tahoe Dave's
 - Employee Incentives & Profit Sharing - Jonny Roscher – Za's Lakefront (tentative)

Discussion

8. NLT Jobs Fair – Discuss hosting another Virtual Job fair
9. Shop Local Group & North Tahoe Eats Update
 - Ideas for Shop Local Group Names - North Tahoe - Shop, Play, Stay
 - [NT Eats Update](#)
10. [North Lake Tahoe E-Gift Card Program](#) (powered by Yiftee) - Katie Biggers
 - Update on Gifts Sold
 - Ideas to Promote
 - Real Estate
 - Schools
11. Tart Connect Video Update & Passenger Reports
12. 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:
 - 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
13. **Placer County Economic Development Update –Nick Martin (10 minutes)**
14. Adjournment

Posted online at www.nltra.org



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**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, December 9th, 2021 at 1:00pm
Via Zoom

PRELIMINARY MINUTES

Committee members that joined via zoom: Jim Phelan, Sahra Otero, Greg Long, Caroline Ross, Steve Lamb, Paul Raymore, Patrick Lacey, Alyssa Reilly, Julie Malkin-Manning, Lindsay Thayer

Staff and other in attendance: Katie Biggers and Anna Atwood

1. Call to Order – Quorum was established at 1:06pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve today’s agenda LONG/PHELAN/UNANIMOUS
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from Oct 14, 2021 LACEY/LAMB/UNANIMOUS
5. CEO Update
Searchwide is conducting final interviews this week. The interviews have been narrowed down to three candidates. A decision by the selection committee will be made soon and the NLTRA hope to have a new CEO by the start of the new year.

NLT TBID Collection

The TBID collection for the first quarter came in higher than anticipated at \$971K.

Business Association Seats on the CAP Committee

Placer County is looking to reappoint Seat 1, Dave Wilderotter and Seat 2, Nancy Oudegeest to the Capital Projects Advisory Committee. This is an agenda item for the Board of Supervisors meeting on December 14th.

Ross commented about the process for the Business Association seats. She hoped there would be conversations around this topic and the possibility for them to nominate a candidate but instead she stated their president was just sent a form to sign the two nominations for the Business Association seats. She did emphasize she is happy with the candidates, but the process need clarification. Reilly did state that TCDA and NTBA shares a “lake-seat” and Olympic Valley and Donner Summit shares a “mountain seat”.

Action: Clarify the nomination process for CAP seat with Placer County to the Business Associations.

6. TDC Seats Available and open BACC Seats

The NLTRA is actively seeking candidates to join the Tourism Development Committee. One seat with a three-year term that runs from February 2022 to December 2024 is open, and one to three seats with varying term limits between one and three years are also being considered. Candidates can submit a letter by January 14th, 2022. Biggers stated NLTRA is also seeking another member from the West Shore Association.

There was a question on current members for and who was terming out. An updated committee roster will be shared with the committee members.

Action: Share an updated Tourism Development Committee roster with the committee members.

7. Holiday Gift Card Outreach

Biggers gave a brief update on the Holiday Gift Card program. There are 40 businesses signed up and this has been a big push in social media regarding program. Ads are being served to push the sales of this and hoping to get the numbers up before the holidays. A dedicated e-mail will be going out tomorrow and if anyone is interested in the artwork for this for their own newsletters, she is happy to share. The window clings just came in and will be distributed within the next couple of days.

Otero shared there is an opportunity to get this in The Weekly and questioned if we can place an ad?

Action: Follow up with to see if there is an opportunity to get an ad in The Weekly before the deadline tomorrow.

8. Hiring & NLT Jobs Fair

Biggers shared a quick recap of the Job Fair and there were only 32 registered attendees. The format was great, but the attendance was low. Some of the feed back she received was to do another one for summer. Ross questioned how far in advance this was pushed out and Biggers stated about three weeks. Lamb stated this is a great service and a positive way for employers to engage with possible employees. Thayer questioned if the 22 people that attended was local? Biggers shared she will look at the registration list. Lamb stated that having resources regarding local housing is important to share with these registrants.

9. Partnership Funding Update

Biggers shared the screen of all the applicants that received Partnership funding and \$50K was allocated. This was approved by the NLTRA Board of Directors at their December Board of Directors meeting.

10. Winter Event Update

Biggers shared the collaborative event spreadsheet document and thanked everyone for assisting with updating this. This is helpful to staff at the Visitors Information Centers and once it's solidified is also posted to the GoTahoeNorth website and added to the event calendar.

11. 2022 BACC Meeting Dates

Ross shared the dates with the committee members and there were no conflicts with dates presented.

Action: Anna to send out meeting invites regarding 2022 meeting dates.

12. Chamber Programming Updates and Committee Member Updates

- Biggers shared the Breakfast Club had great attendance with all the Ski Resort/Cross Country Resort updates for this upcoming winter.
- Phelan gave an update that there is a re-election process for the Board Members terming out and this process will start soon. There are also conversations with Placer County to get started on the TOT Committee.
- SVBA (Squaw Valley Business Association) is looking for a new name and she will keep everyone updated on this process. Ross shared the events happening in the village for the holidays. Santa is coming back and there are carriage rides, along with Christmas caroling.
- NTBA (North Tahoe Business Association) shared they had to cancel Passport to Dining. This was due to staffing at the restaurants. She shared a survey went out to the local restaurants and share those results. They have worked on the commercial core lighting again this year as it was hugely successful and got lots of positive feedback last year. They also have a Holiday lighting contest currently running.
- TCDA (Tahoe City Downtown Association) shared that Small Business Saturday was successful at Cobblestone and the Boatworks Mall also had some activities. Otero shared there are seats available on the TCDA Board of Directors and they are looking for candidates.
- Incline Village Crystal Bay Visitors Bureau is sponsoring the Santa Pub Crawl happening this Saturday. There are Northstar busses running with 11 participating bars. Malkin-Manning with Incline Village Business Association shared they are hosting an artist reception tonight as part of the Northern Lights Festival. There is also a Sip and Shop coming up this Saturday. Incline Village is pretty with lots of businesses participating in lighting up their businesses.
- West Shore Association has a holiday tree lighting on December 17th. They are launching a brand new menu at the West Shore Café on the same day and you can ski with Santa on December 18th and 24th. Homewood are also hosting a Murder Mystery dinner.
- Northstar was not represented today but Biggers shared a brief update with ski resort opening dates.
- Biggers shared the Bourbon and BBQ tasting at the new bar/restaurant in Tahoe City called The National. This event takes place on Thursday, December 16th.
- Ross shared tickets to WinterWonderGrass are very limited this year. Biggers shared if anyone has any questions to please reach out to her. The Tart Connect is a great addition with the shuttles running this year to other late-night venues.

13. Placer County Economic Development Updates

- Thayer shared Placer County is hosting a virtual town hall meeting tonight. A link to this event was shared with the committee members.

14. Adjournment

The meeting adjourned at 2:06pm.