

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 | **JT Chevallier**, Tahoe City Downtown Association

Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association

Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association

Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association

North Lake Tahoe Resort Association Board Member: **Eric Pilcher**

Placer County Representative: **JJ Jansen**

MINUTES

1. Call to Order at 3:10. No quorum.

In attendance: Steve Lamb, Jodi Poe, Caroline Ross, Joy Doyle, Allegra Demerjan, Liz Bowling, Amber Burke, JJ Jansen, Dawn Teran

**Joy arrived at 3:12*

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 no quorum, item tabled

4. Approval of Meeting Minutes from Thursday, May 10, 2018 – MOTION no quorum, item tabled

5. BACC Budget & Calendar Overview – Amber Burke

- \$4,997 remaining in budget.
- Working with Chris Bartowski to get videos scheduled.
- Any remaining funds are required to be returned to County.
- Regarding the calendar, wants a facilitator for the strategic planning retreat. Looking at a few different quotes.
- Need to consult with Cindy to determine if the BACC retreat should come before or after the NLTRA Board Strategic Planning Session in September.

**JJ joined the meeting at 3:30 pm*

- Joy pointed out that if we wait, then the \$80,000 budget will already be allocated. Amber said that it is an overall allocation and not a commitment to any one item, and in general the subtle changes do not need to be overseen by the County.
- Committee agreed to create a preliminary proposal to present the NLTRA Board including structure of committee, in-general items, and recap. Plan is to move ahead with getting quotes for facilitator for retreat and other meeting preparation.

Action/Motion Items:

A. Shopping Video Raw Footage Purchase – Amber Burke

- Quote for raw footage \$2,130.00. Amber said raw footage material performs well, and recommends obtaining it for different purposes. Raw footage has not been viewed, and committee requested access to view it before committing to purchase. Amber will ask for a link to it.
- Liz suggested increasing Chris' budget to include funds for more up to date footage/scenic material.
- Amber will ask him for quotes. She will include those in the email regarding the tabled motions from this meeting.
- Joy asked for Amber to find out if we could have access to the NTBA Winter video that was shot.

MOTION no quorum, item tabled

Discussion & Strategy:

7. May Campaign Recaps – Allegra Demerjian

- a. Year-Round Shopping
- b. Peak Your Adventure
- c. Music

- Allegra reviewed all items.

8. Campaign Social Media Schedule – Allegra Demerjian

- Allegra reviewed the Social Media Schedule.

9. Music Campaign Asset Review – Allegra Demerjian, Amber Burke

a. Partner Toolkit

- Will be sent out through all the Chamber channels and to partners once approved. Amber encouraged that the committee also to send out through all their channels.
- Per Caroline, clarification that the name of their event is “Bluesdays” at Squaw. It is Tuesdays 6-8:30. She pointed out that High Camp music is also free but requires tram ticket purchase.
- Amber mentioned that since there is not a Northstar BACC Committee representative at the moment, she is running all information by Stephanie, Northstar PR Specialist. Please review rack card and overview of events and get back to Amber with additional changes by Monday (upcoming).
- Tool kit is an internal document, more internal informationally geared than geared for the public.
- Discussion about Music Festivals vs. Free Events and their definitions.
- Discussion about Truckee involvement since they are no longer paying into the BACC.
- Suggestion to ask them to put our rack cards in their Welcome to California Visitor Center.
- Suggestion to add times on rack card and add the Crystal Bay Club, and possibly the Hyatt.
- Question about Ryan Salm photo credit on the rack card. Amber & Joy will check.

b. Rack Card

- Liz asked for feedback on having a tool kit training. Consensus is no.

10. Peak Your Adventure Asset Review – Allegra Demerjian, Amber Burke

- a. Partner Toolkit-Amber requested especially Squaw and Northstar to review.
- b. Social Media Photo Contest

- Caroline requested focusing on the Squaw Valley Tram in media remove Wanderlust since it doesn't need exposure. She will report what event they would like focus on.
- c. Revised Website Copy
- Amber asked for the committee to review this website content.
 - Allegra said that on the website, there will be visual blocks along with links.
- d. Itinerary Outlines-no information was contained in packet.
- Stephanie, Ariel, Paul and Missy will be reached out to via email
- e. Influencer List
- Potential influencers were reviewed via PowerPoint.
- 11. 18.19 Shop Campaign Direction – Allegra Demerjian, Amber Burke**
- Things to consider: Shop Local Holiday contest, Shop Local webpage.
 - Discussion about evolution of campaign and what to focus on now.
 - Caroline pointed out that we should focus on our talented artistic, knowledgeable, unique community from amazing boot-fitters to gifted jewelers.
 - Regarding the annual social media campaign, Caroline suggested focusing on shopping, then culinary and possibly adding it as a Chamber benefit.
 - Liz suggested focusing on the two larger yearly shopping events, Made in Tahoe Festival and Small Business Saturdays, Sip, Hop and Shop, Sidewalk Saturdays, and Smore's Saturdays. Not re-creating events but highlighting events that are already happening, integrating the already established events into the shopping program in order to add to/promote/support what is already in place.
 - Liz would like to present a new Small Business Saturday plan.
 - Suggestion to promote overall shopping/at small businesses but not dedicating all the funds to any one thing.
 - Suggestion to make it a year round campaign.
 - NTBA will use the Shop Local postcards/stickers if we are interested in distributing them. Conversation in future on this.

Other Items:

- 12. North Tahoe Business Association 2018 Summer Marketing Plan – Joy Doyle**
- Handout was distributed.
 - Per JJ, regarding previous community marketing grant \$20,000 of the \$50,000 was removed from NLTRA and put into the NTBA. Joy requested information about what the remaining funds are earmarked for. Amber referred this item to Cindy, after she returns.
- 13. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- None
- 14. Adjournment at 5:08 p.m.**