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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

April 21, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Sherina Krueel, Phil GilanFarr, Joy Doyle, Justin Broglio, Cheri Sprenger, Kaliop Kopley, Elizabeth Hill, Mike Young, Kay Williams (9:45)

RESORT ASSOCIATION STAFF: Steve Teshara, Kym Fabel, Ron Treabess, Andy Chapman, Judy Laverty and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee and Bill Capach

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:02 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 2.1 Kym Fabel would like to add the discussion concerning the Free North Shore Music Series to the agenda.
- 3.1 **M/S/C (GilanFarr/Young) (9/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.2 **M/S/C ((Broglio/Sprenger) (2/7) to approve the Joint Marketing Chamber of Commerce Advisory Committee Meeting Minutes- March 23, 2010. Sherina Krueel, Phil GilanFarr, Joy Doyle, Kaliop Kopley, Elizabeth Hill, Mike Young abstained.**
- 4.3 **M/S/C (Kopley/Broglio) (9/0) to approve the Chamber of Commerce Meeting Minutes – March 31, 2010 as presented with correction, Kaliop Kopley not Joy Doyle seconded the minutes from the Chamber of Commerce Meeting held on February 24, 2010.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. She said she has been planning the Chamber of Commerce Spring Business Expo, scheduled for June 2nd. On April 14th the Chamber co-sponsored a ChamberEd class with SHRA on "Workers Comp" at the Cedar House Sport Hotel. There was also a ChamberEd class on April 21st on the topic of "Social Media." The next ChamberEd class on 'Sexual Harassment' is scheduled for June 23rd. Kym said the ChamberEd co-op efforts between the North Lake Tahoe Chamber, SHRA and the Truckee Donner Chamber are working very well. There will be a Workforce Housing Needs Assessment Community Forum at the Incline Village Chateau on April 26th from 5 to 7:30 pm. The Chamber will also be hosting a Chamber mixer for the North Lake Tahoe Wedding and Honeymoon Association on May 6th at Granlibakken Resort and Conference Center. Kym reported that the Chamber included an article in the spring issue of the Chamber Advocate on the 3/50 project. Joy asked if Kym was going to start sending out the "This Week" bi-monthly e-blast again. **Kym said will start sending the "This Week" bi-monthly e-blast them again mid May.**

6.0 EXECUTIVE DIRECTOR'S REPORTS – STEVE TESHARA

- 6.1 Steve reported on the Status Report of Lake Tahoe Basin Prosperity Plan (LTBPP) Steve said that the planning process is well underway. There are Economic Cluster meetings starting next week and will continue into May. The meetings will revolve around 3 subjects, Tourism/Visitor Services (geotourism, arts and cultural heritage tourism, outdoor activities/sports and new sports such as windsurfing, farm to fork and sustainable agriculture), Health and Wellness (Tahoe Forest Hospital Cancer Treatment Facility encouraging people to come to Tahoe and get advanced medical care and wellness and recognize Tahoe as a healing place) and Green Business Environmental Innovation (development of green building techniques energy efficiency and environmental technology). Steve stated that there is a preliminary report due in May, a presentation to the TRPA Governing Board scheduled in June and additional activities and public outreach between then and September when the final report is due. Mike asked if there is a schedule of the meetings. **Steve said he will have staff send out a list of the meetings.** Alex asked Steve to explain where we are in the process and where we expect to be when the project is completed. Steve explained each of the Cluster Meeting Subjects and how they will affect the basin. Alex wants the Committee to understand how important this process is and the importance of utilizing the data and would like Steve to give a detailed report to the committee. **Steve said that he would like to have the consultants give a presentation to the Committee in June prior to the report going to the TRPA.**

7.0 UPDATE ON THE NORTH LAKE TAHOE FREE MUSIC SERIES EFFORTS

- 7.1 Andy reported on the North Lake Tahoe free music series. He said that we are marketing the availability of free music every day of the week except for one. **Andy proposed that the Committee should gather a subcommittee and have a meeting in the next two weeks to establish a campaign for the music series.** He said the NLTRA is using special events as a platform to gain marketing exposure and would like to use the music series as a kick off. The Smith and Jones Agency has been working on producing a preliminary logo and naming the music series. **Jan would like Andy to make sure the TMA is listed as a mode of transportation to the different music events.** Cheri asked Andy who he would like represented on the subcommittee. Andy replied that he would like a member of each of the five North Tahoe Business Associations, such as, NVA, SVBA, NVA, NTBA, and the TCDA and also the West Shore Association, TDMA, Truckee Parks and Recreation and the TMA. Cheri said that a cover of the Weekly has been secured for the month of June to advertise the music series and Pettit is writing press releases. There was discussion among the Committee on who should be involved in the Subcommittee. Some of the committee suggested that only free music series producers should be involved and others wanted to have all music producers included.

Andy asked the committee who they would like represented at the first meeting. After discussion the committee agreed they would like the organizers of free music series at the first subcommittee meeting. **Andy will send out a follow up email to schedule a subcommittee meeting.** After discussion the committee agreed that a potential meeting date be set for May 7th. **Alex said he would like a singular message that goes out to the community stating that North Lake Tahoe is a place for music in the summer.**

- 7.2 Kym said that she spoke with Linda Anderson with Certified Folder concerning the production and distribution of the Resorts and Towns Map. Kym reviewed three different cost scenarios that she presented to the Committee. She is concerned where the funds will come from to produce and distribute the maps. Cheri said we do not need to pay for the Auburn Visitor Center to distribute the maps we just need to drop off the maps and they will distribute them for free. She believes the Truckee Visitor Center may also distribute the maps at no cost. Kay said that if we do produce the maps we need to formulate a plan for distribution. She believes the benefit of Certified Folder is they will keep the racks full. Andy stated that the map was developed to be an in-market piece. He also said there are individuals in the community who have relationships with businesses owners that distribute the maps in a rack that is placed up front by the cash register. Andy told the Committee they need to find out the specific cost for production and distribution and then request the funds from the Marketing Committee. Cheri said the first step would be to figure out the cost of the map reproduction. The second step is to get costs for printing and figure out how many need to be printed. Andy said we could look at a two year plan to manage the cost. Cheri said that she has been talking to Ryan at the Sierra Sun to get reduced printing costs. Andy reminded the Committee that if there are changes to the map they may take a long time. Alex said that he doesn't want to underestimate what the lodging community can do. The front of the line employees need to know to distribute the map. Alex asked how many maps we have gone through so far. Kym said we have gone through about 40,000. **Andy said it will cost about \$30,000 to produce and print the maps. Kym said she would put together a plan for the Committee.**

8.0 COMMITTEE REVIEW OF REVISED DRAFT, FINAL INPUT; DISCUSSION AND POSSIBLE ACTION TO RECOMMEND TO THE NLTRA BOARD OF DIRECTORS THE UPDATED CHAMBER OF COMMERCE BUSINESS PLAN FOR FY-2010-2011

- 8.1 Cheri asked if anyone has any additional changes concerning the Chamber of Commerce Business Plan. Joy asked about the Chamber Ambassador Program. Cheri explained that the Ambassadors would be at the mixers and events to be the face of the organization. Jan asked how many Ambassadors the Chamber currently has, Kym replied three. Kym said that the Chamber needs to make the Ambassador program more inviting with luncheons and social activities. Cheri stated that other Chambers have Ambassadors run an annual Chamber fundraiser. Liz said the Ambassadors could be out in the community promoting events. Cheri stated that the first step is establishing the program; the next step would be to do a press release to get volunteers to be Ambassadors. **Joy would like Northstar and Squaw Valley added to the Business Plan Ambassador Program.** Kym replied that she would make the change. Alex asked about objective number four. Kym replied that the Chamber will promote the Business Associations as well as the Chamber. Alex asked how "coordinating efforts through local media outlets between the Chamber and the Business Associations" works. The committee replied some examples were working co-operatively with Tahoe TV and having Chamber mixers during events. Kay said if there is a community wide event the Chamber will assist in marketing the event. Phil wants to add that the Chamber is an umbrella for the Business associations to the Business Plan. Kalliope said she would like to enhance number four in the plan "*Develop a Coordinated Membership Investment Program, in cooperation with membership based community business organization partners*" with some bullet points concerning the role of the Chamber in relation to the Business Associations.

After discussion the Committee came up with three bullet points:

- *Clearly define the role of the Chamber as it relates and supports the community business organization partners.*
- *Investigate a joint membership structure with community business organization partners including preparation of fee structure and guidelines for implementation.*
- *Develop a community message of the benefits for joint membership in the Chamber and community organization partners.*

The Committee decided that the Ambassador Program Outline is due on September 30, 2010 and the Chamber of Commerce/Business Association Joint Membership Policy is due on December 31, 2010. Ron would like for the Committee to form a working group to assist Kym with writing the Joint Membership Policy.

8.2 M/S/C. (10/0) (Mourelatos/Broglio) to approve the updated Chamber of Commerce Business Plan (with the addition of bullet points as directed under Objection 2, action item 4) for FY-2010-2011 for the NLTRA Board of Directors Review

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

9.1 **Chamber**-Kym reported that the May 26th Chamber Advisory Committee meeting will be at the Parasol Building in Incline Village.

SVBA-Elizabeth Hill reported that Earth Day is at Squaw Valley this weekend. The Wild and Scenic Film Festival will be held at the resort at Squaw Valley this Friday.

West Shore Association-Kay reported that Opening Day at the Lake starts on the 27th. They have added a free new event called "Learn to Paddleboard." They have also added a new Wine Makers Dinner at the Swiss Lakewood. There will also be all of the traditional events, such as, deck openings and more. Cheri asked if they are printing out an event schedule, Kay said they are not this year they will be listing them on the web and doing a 100,000 person e-blast. They will also be producing a poster for the event.

NTBA-Cheri said the Leaderships graduation day will be on May 12th at the North Tahoe Event Center starting at 1:30 pm. She would like everyone to come to see the graduation. Cheri said the partnership with the Sierra Nevada College has been wonderful this year.

TMA-Jan reported that the Reno Tahoe International Airport Ambassador Program has ceased and there is potential that we could have ambassadors down in Reno.

10.0 ADJOURNMENT

10.1 The meeting was adjourned at 10:44 a.m.

Submitted by,
Emily Sullivan
Program Assistant