

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, February 8, 2017, 3:00pm
Tahoe City Visitor Center
MINUTES

A. Call to Order - Establish Quorum 3:07

B. In attendance:

BACC Members: Steve Lamb, JJ Jansen, Misty Moga, Jody Poe, Caroline Ross, Joy Doyle

Board Member: Karen Plank

Staff members in attendance: Natalie Parrish, Cindy Gustafson, Daphne Lange, Amber Burke, Dawn Teran

Others in attendance: Allegra Demerjian-Abbi Agency

C. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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.

- Cindy reported that Natalie has accepted another position and will be moving on.
- Awards Dinner will be Thursday April 26, Theme "Honoring our Local Luminaries"

D. Agenda Amendments and Approval-MOTION

- Natalie added that Shop Local holiday results final data will be emailed.

Approval of the Agenda and Amendments M/S/C Joy/ JJ/ 6-0-0

E. Approval of the Meeting Minutes-MOTION

1. January 11, 2018

Approval of the January 11, 2018 Meeting Minutes M/S/C Steve/ Misty/ 6-0-0

2. December (will post when available)

F. BACC Budget & Calendar Overview – Natalie, Amber

- Natalie reported that adjustments were made to the calendar
- Shop local has been moved to April Year-round Campaign discussion moved to April.
- Community Market Grant requests for Business Association deadlines discussed. NTBA date is undecided. Should be aligned with time that the NTBA reports to the County. This agenda item will be added to March and April. Amber/Cindy will reach out to JT to schedule their deadline. Amber will reach out to JT.
- Dec & Jan Touch Lake Tahoe contest winners have been updated to \$500, as \$250 gift certificates have been purchased per winner. The Social Media contest prize line item the actual is \$500 as opposed to \$120, (\$1,000 is allocated.) Two more \$250 certificates will be purchased for Feb & March to total \$1,000.

A. **Action Items:** Shop Year Round Video Series Discussion and Possible Approval **MOTION**

- Amber reached out to production companies for the campaign, referenced quotes in packet. Rotor Collective factors in the raw footage hard drive cost, and that attributes to why it is higher quote.
- Joy asked if all were within Eastern Placer County and if any were members. Rotor and Abby agency are members. Amber was not sure about location of all of them.
- Suggestion to look at Generikal website and video quality and he is great to work with and cost effective.
- Budget was given to those companies who asked, all were given the same proposal.
- Two websites were reviewed: Generikal and Justin Majestsky
- Amber pointed out that Generikal has the best pricing.
- Models/actors for video may have to be purchased as well.
- Allegra commented that Generikal did not do a lot of pre-production and the legwork will most likely be shared. She said his clips run a little long but Amber was clear that it is 3 (three) 60 second videos.
- High Notes clips can be used for social for an additional editing fee.
- All raw footage can be added on, but not included in any proposal. Amber commented that if we came in lower than the \$5,000 budget, then there would be some funds left for raw footage and actor fees, and then raw footage would be our property.
- Amber said there will be three videos, featuring local artisans; featuring customer service, shopping, regions
- Joy motioned to move forward with Generikal proposal/ Caroline seconded pointed out that JT was very vested in this subject and subject JT's approval or barring him coming forth with any objections.

Approval to move forward with Generikal proposal for the Shop Year Round Video Series barring JT's coming forth with any objections M/S/C Joy/Caroline/6-0-0

Discussion & Strategy:

A. Touch Lake Tahoe Update, Allegra

1. Photo Contest Update

- Allegra reviewed handout
- Amber reported that the prizes were: \$120 Tahoe Tree Top Adventure, \$80 Sunnyside, \$50 Tahoe Dave's for both winners.
- Allegra gave updates about the photo prompt aspect of the online campaign. Allegra solicited input for the End of Winter Plunge event. Instagram stories will be presented each week per prompt.
- Joy suggested to Tie in Snowfest/Get S'more Saturdays and other events.

2. Canvas Ad Performance Update

- Allegra reviewed handout and statistics for Canvas Ad.

- The campaign will be continuing, creative is being updated and the reach is being optimized.
3. Influencers Update
- Current influencer choice has not responded and other options will be contacted if she does not respond by this week. Amber will reach out via email and see if Hannah (current influencer choice) will agree or if we can move forward.
 - She reported that Chris Burkard will be booked early March and can come late March. An itinerary is ready to go. Hoping for more snow. Amber will let everyone know when the dates are confirmed.
 - Caroline suggested earmarking a savings for something in the summer, in case Chris doesn't work out, which would fall into the Peak Your Adventure campaign. Allegra pointed out that it's not necessarily winter focused but about getting to the lakeside, dining, snowshoeing. Cindy expressed concern about lack of snow. Group consensus is that we don't want to lose Chris and possibly talk to him about shoulder season activities.
 - Caroline asked about Cassie, and Allegra pointed out that she is pro bono, but not sure if she will commit.
 - Amber added that North Lake Tahoe website has been integrating Touch Lake Tahoe messaging.

**Joy left at 3:49pm*

B. Shop Local Holiday Results, Natalie

- Natalie reported that some of the data is being collected and she will send out final results and contact list.
- A suggestion by Natalie that group should decide what the campaign will look like moving forward. Numbers are down.
- Natalie also recommended that everyone work off the same worksheet format and not make changes/or add formulas to the document which makes it very difficult to update it, as all the columns data is merged.
- Natalie reported that not all regions forwarded participating business information and total revenue on the contest cards. She asked if that information is useful; what are we utilizing from the campaign and if that type of data collecting should be continued. She suggested that notes should be taken from this year to make a year to year comparison i.e.; number of businesses that are participating.
- Caroline commented that most important information is money spent, cards returned, which district, which store did the best. An evaluation needs to be done if it is worth the time and if this campaign is held at the right time of the year. It is a year-round program so maybe concentrate on the year-round aspect.
- Natalie suggested looking at shoulder season for the contest.
- Caroline commented that many participants were from out of area, but it is called Shop Local. She suggested getting the local vs. out-of-town statistics.
- Amber suggested once we get all the feedback that the next step is to get the data out to the members along with a survey.

- Cindy suggested to examine more closely what about this campaign is useful. Suggested a workshop session. Suggested asking membership what they would you like to see, and what other perks they may want to provide during the shoulder season.
- Natalie suggested stamps with the business names on them, and shared an incentive program she has experience with in Fallon.
- Natalie said that there were over 4,000 unused cards this year. Do not order so many cards next year.
- Natalie requested that the press release not be sent out until she has the final numbers.
- Jody said none of the shops she shopped in encouraged the use.
- Cindy stressed the importance of businesses publicizing incentives to get the public into their stores.
- Amber brought up the idea of an incentive program to the businesses. (To create businesses incentives to the businesses' employees to encourage them to enforce the program.)
- Natalie pointed out that the educational process (educating businesses) is key as well.
- Cindy said an app may be worthwhile, as well as Natalie said it may be time to re-examine an app. Amber commented that if it is year-round, an app may be more cost effective.
- Daphne suggested to pair it with a local bank's ATM card (Plumas Bank).
- Natalie suggested capitalizing on Reno Business. Caroline said the video is going to capture that audience.
- Natalie suggested a more effective logo. Amber said that is why the window decal instead of the poster was chosen. Caroline said there has been confusion with the Tahoe Love sticker, that doesn't represent Shop Local. Caroline doesn't think the logo or holiday contest is working as it is and may need to be updated.
- Caroline commented that the website, sticker and logo should be looked at a later date
- Review of history of shopping/shop local campaigns which are separate campaigns. Amber suggested to combine them. Allegra suggested to call it "Shop Tahoe" as an alternative.
- Caroline requested Natalie send the final documents to her and Amber.

C. Business Discount/Deals Discussion, Amber

- Amber reviewed the Deal Offer request for the two groups that are coming in, National Brotherhood and Nastar. She suggested doing this more often and it could be a program for participation to bring these types of groups into the region, and get local businesses in front of groups.
- Caroline pointed out that it is difficult to get businesses to agree to the same percentage or same type of discount. She believes that the groups should be welcomed with signage at the businesses and not sure about obtaining other offerings at the businesses. Amber suggested a one sheet. Jody said it doesn't have to be a deal, it can just be information offered, movie times/happy hour/general information. Jody Poe Suggested that Tahoe.com add to the content.
- Brotherhood will be here Mar 3-10. Caroline suggested specials on offering food items the groups may like.

- Cindy suggested, a program where they show you a credential (name tag, etc.) then that person and the people they are with get something special at the businesses. We can supply a list of businesses are welcoming them: then there doesn't have to be a specific offering.
- Amber commented that information/deals from businesses would be overwhelming and hard for us to pare it down.
- Jody agreed that it needs to come from the business side and the incentive is letting them know that all these businesses are coming, offer a deal, put a welcome sign, to reach out to retailers.
- Amber reported that there has been interest but Art Haus has submitted a deal, but that is the only one so far.

Other Items:

D. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)

- Natalie thanked everyone for their support.
- Caroline asked to forward the job description when it becomes available.
- Cindy reviewed the NLTRA Board election status.

Adjournment 4:26 p.m.

Next BACC Meeting: March 8, 2018.