



## north lake tahoe

Chamber | CVB | Resort Association

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### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, February 13 – 2pm

North lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kali Kopley, Steve Lamb, Joy Doyle, Caroline Ross, Michael Gelbman, Amber Burke, Nate Burch, and Mike Young

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ginger Karl, and Jessica Walker

#### OTHERS IN ATTENDANCE:

#### A. CALL TO ORDER – ESTABLISH QUORUM

1. The Business Association and Chamber Collaborative meeting was called to order at 2:02pm by Caroline Ross and a quorum was not established. Kali later phoned in to establish a quorum.

#### B. Public Forum

1. Caroline Ross introduced Nate Burch, the new Marketing Manager at Northstar.

#### C. Agenda Amendments and Approval

1. The agenda was approved by acclamation

#### D. Approval of the Meeting Minutes

1. The January meeting minutes were not voted on. Will include in March packet to be approved

#### E. \$30,000 Lakeshore Funding – Update

1. Michael Gelbman gave a recap of where the money came from. The winter campaign is designed to get visitors who are primarily visiting the mountains to visit the lake and vice versa in the winter. This is the 2<sup>nd</sup> month of the campaign this winter; there are print, radio and TV spots. The winter campaign will run through April
2. There will be an additional presentation at next month's meeting with more details.

#### F. Shop Local - Joy Doyle & Team (5 minutes)

1. The results were passed out to the group and there was a short discussion about why the number of participating locations declined.
2. Gave a recap of how the program worked.
3. Caroline talked about the remittance envelope idea.
4. We always say we are starting early and yet always scrambling. Would like to keep on agenda year round.
5. Ginger didn't feel posters were effective.

#### G. Product Development – (High Notes Campaign, Kids Adventure Map, Shop Local, Other)

1. At the last meeting four ideas were discussed. The four ideas are:
  - i. Augmenting High Notes Campaign for summer. NLTRA currently spends about \$30,000 to promote summer music and concert series out-of-market. A thought was to use some of the \$50k to extend the campaign in-market.
  - ii. Kids Adventure Map that could help move families around the different communities.
  - iii. Shop Local funding. Improve and expand the program. Nate thought that maybe the Business Association's still buy-in as they have in the past, but enhance the program with the product development money from the fund balance
  - iv. Resort Summer proposal, something to mirror the "Touch the Lake" program for resorts in the summer.
2. There was discussion in previous meetings about using the money in a more event focused way. Either staffing or enhancing an existing event. Still some confusion about the purpose of this money.

3. Steve Lamb, we all have different niches. How can we collectively put the message out to the visitor of what, when, and where to do things.
4. Spend 2k a month on the collective message. 5 top things a month the group wants to get out.
5. Come up with creative quarterly that gets out a message from the group.
  - i. Summer – high notes – July- Sept
  - ii. Winter – ski/recreate
  - iii. Oct/Nov- shop local
  - iv. May/June – local message
6. Nate will put together some initial ideas about a summer Mountain message.

**H. Committee Member Reports/Updates from Community Partners (5 minutes – 1 Minute each)**

1. There were no Committee Member Comments

**I. Adjournment**

1. The meeting was adjourned at 4:02pm.

Submitted By:  
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NLT Chamber/CVB/Resort Association