



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787

**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Tuesday, January 6, 2009 – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City**

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.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

**Chamber of Commerce
Advisory Committee
Members**

NLTRA Board:

Dave Wilderotter
Alex Mourelatos
Debra Darby-Dudley

Committee Members:

Cheri Sprenger, North Tahoe
Business Association,
Committee Chair
Justin Broglio, Tahoe City
Downtown Association,
Subcommittee Chair
Sherina Kreul, Bank of the West
Liz Dugan, Squaw Valley
Business Association
Kay Williams, West Shore
Association
Mike Young, Dickson Realty
Joy Doyle, Northstar Village
Merchants

County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member

**I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT
SUBCOMMITTEE - 9:00 a.m.**

Note: Subcommittee Members are Justin Broglio (Chair) (TCDA), Cheri Sprenger (NTBA), Liz Dugan (SVBA), Kay Williams (WSA), Joy Doyle (NVRA), and Dave Wilderotter (NLTRA Board)

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber Community Marketing Program Grant Subcommittee on items of interest to the Subcommittee 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 Subcommittee on items addressed under Public Forum. (3 minutes)
- C. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Squaw Valley Business Association (SVBA) (10 minutes)
- D. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA) (10 minutes)
- E. Subcommittee Member Comments (5 minutes)

F. Adjourn Subcommittee Meeting

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE 9:20 a.m.

A. Call to Order - Establish Quorum

B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee 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 minutes)*

C. Agenda Amendments and Approval

D. Approval of the Chamber of Commerce Meeting Minutes - December 2, 2008

E. Chamber Program and Project Updates - Kym Fabel *(20 minutes)*

- Mixer, Thursday, January 8th, 5 p.m., Lakeside Pizza, Tahoe City
- SnowFest Party, Thursday, January 15th, 5:00 p.m., Gar Woods Grill & Pier
- Mixer, Thursday, January 22nd, 5:00 p.m., Homewood Mountain Resort
- 55th Annual Chamber Community Awards Dinner, Thursday, February 12th, 6:00 p.m., Resort at Squaw Creek
- Other Upcoming Chamber Events and Activities
- Status Report - 2009 Chamber Committee Member Appointment Process
- Brief Review of NLTRA/Chamber Six Month Strategic Planning and Budget Development Process for FY-2009/2010

F. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Squaw Valley Business Association (SVBA) *(10 minutes)*

G. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA) *(10 minutes)*

H. Presentation - Placer County Tobacco Prevention Education Program *(20 minutes)*
- River Coyote, Placer County Tobacco Prevention Program

I. Committee Member Reports/Updates from Community Partners *(5 to 10 minutes)*

J. Adjournment

Posted and E-mailed, December 31, 2008



December 31, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Squaw Valley Business Association (SVBA)

Background

The Squaw Valley Business Association has submitted its FY-2008/09 Grant Request in the amount of \$10,000. The proposed expenditures focus on a weekend of fundraising events in support of the Olympic Heritage Committee. Proceeds from the events will go towards the 2009/2010 Olympic Anniversary Celebration and Olympic Museum funding efforts.

Staff has reviewed the proposal and determined it to be consistent with the adopted Community Marketing Program grant criteria. The application is attached to this memorandum for your review and information. SVBA representative Liz Dugan will present the request and respond to any questions the Subcommittee may have.

Requested Action

Following questions or discussion, that the Subcommittee consider a positive recommendation in support of the SVBA's grant request and forward your recommendation to the full Chamber of Commerce Advisory Committee.

Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 530-581-8764
 Kym@PureTahoeNorth.com

- 1. If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Sections A of the application.**
- 2. If this grant application is for a special event, please complete Sections B of the application.**

SECTION A		
Date Submitted: November 21, 2008		
1. Name of Applicant Organization: Squaw Valley Business Association		
Mailing Address: Post Office Box 2915		
City: Olympic Valley	State: CA	Zip: 96146
Telephone:	Email:	
Website:		
2. President: Liz Dugan		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 530.583.1576	Email: l_dugan@plumpjack.com	
3. Project Director: Christine Horvath		
Telephone: 530.583.6985	Email: chorvath@squaw.com	
4. How long organized? 30 years	Is organization non-profit? Yes	

<p>Purpose of organization: To promote Olympic Valley as a year round tourist destination by supporting programs that promote long duration visitation and develop community support and activities that enhance the quality of life for visitors and residences alike,</p>
<p>Tax ID Number: 68-0471187</p>
<p>Total annual budget: \$25,000</p>
<p>How is project consistent with organization's mission or purpose?</p>
<p>The Olympic Heritage Weekend at Squaw Valley USA is scheduled for Friday February 6 – 8, 2009. The event recognizes our region's Olympic heritage and will encourage participation in weekend programs, including multi day lodging.</p>
<p>How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i>?</p>
<p>The project will increase awareness of the region's culture and will encourage multi-day lodging and event participation.</p>

Total budget of project:	Please submit copy of complete final budget
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)	
Olympic Heritage Weekend at Squaw Valley USA Raising the Rings	
Members of the Squaw Valley Business Association and Olympic Heritage Committee are hosting a weekend of fundraising events to include a 1960 inspired cocktail party, race an Olympian and an early up breakfast and first tracks on the mountain at Squaw Valley USA. The premiere event will be a dinner and live auction at PlumpJack, emceed by Olympic Gold Medalist, Jonny Moseley and live auction. . Proceeds from all events will go towards the 2009/2010 Olympic Anniversary Celebration and Olympic Museum fundraising efforts for the commemoration ceremonies in Squaw.	
North Lake Tahoe Resort Association funds requested: \$10,000	
Percentage, of total budget, requested from the NLTRA Community Marketing Program_18%	
Sources of other funding to support the project budget: The Resort at Squaw Creek, PlumpJack Squaw Valley Inn, the Village at Squaw Valley, Squaw Valley Lodge, Olympic Village Inn, Red Wolf Lodge and Squaw Valley Ski Corp will all help fund the weekend and promote it via various avenues.	
Description of how success of project will be measured (if applicable):	
Total funds raised and occupancy rates.	

Olympic Heritage Celebration

Raising the Rings, Feb 6-8, 2009

Costs

Postcard Production	\$600
Postcard Mailing	\$1,300
Website production	\$800
Invitations	\$2,000
Emcee fee	\$7,500
Resort Room Fee	\$2,000
Resort Food Costs	\$10,000
PlumpJack Room Fee	\$2,000
PlumpJack Food Costs	\$13,000
Squaw Valley USA Food Costs	\$750
Alice 97.3 Radio Program	\$18,000
Poster Production	\$400
Comp Rooms	\$6,300
Memorabilia Reproduction (auction)	\$2,500
Auction Collateral	\$350
Total Costs	\$67,500



December 31, 2008

To: Community Marketing Program Grants Subcommittee

Fr: Chamber Staff

Re: Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA)

Background

As of this writing, the Tahoe City Downtown Association is working to complete its FY-2008/09 Grant Request, anticipated in the amount of \$10,000. While staff does not yet have a copy of the request to review, TCDA Executive Director Justin Broglio reports that the request will be quite similar to the request submitted by the organization for FY-2007/08.

Based on Justin's information, staff anticipates being able to electronically transmit the completed grant request to all Grant Subcommittee and Chamber Committee members on Monday, January 5th. Justin will formally present the request at the meeting and be able to respond to any questions or comments the Subcommittee may have.

Requested Action

Following Subcommittee review of the written grant request, and any questions or comments, that the Subcommittee consider a positive recommendation in support of the TCDA's grant request and forward your recommendation to the full Chamber of Commerce Advisory Board.



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

December 2nd, 2008 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Kelly Atchley, Justin Broglio, Cheri Sprenger and Dave Wilderotter

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Ron Yglesias, Mike Young, Alex Mourelatos (9:49 a.m.) and Kay Williams (10:30 a.m.)

RESORT ASSOCIATION STAFF: Kym Fabel, Whitney Parks, Andy Chapman and Steve Teshara

OTHERS IN ATTENDANCE: Pettit Gilwee

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:09 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

2.1 No comments.

3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE NORTH TAHOE BUSINESS ASSOCIATION

3.1 Cheri Sprenger reported that the 2008/09 grant application for the North Tahoe Business Association (NTBA) is very similar to their grant request from last year. The NTBA will use \$3000 for the Bay to Bay *Places to Go, Things to Do* promotional map. Grant funds will be used to support the cost of a reprint, with minor changes and corrections. \$1000 of request grant funds will be used for marketing of the 2nd Annual Joe King Poker Tournament and the history of Kings Beach in the Bay Area. NTBA will use approximately \$3000 for the continuation of a television spot with Tahoe TV (formerly New Tahoe Company). The NTBA will also use approximately \$3000 for advertising and marketing cooperative opportunities such as co-op pages in the North Lake Tahoe Vacation Planner, Tahoe Traveler Summer event listing, co-op ad in North Lake Tahoe Guide, summer rack card production, and marketing and promotions for various NTBA events.

- 3.2 Dave Wilderotter asked for more information about the Tahoe TV spot. Cheri reported that the television ad is a significant investment, and the NTBA may form a partnership with the TCDA. Cheri and Kelly Atchley will be meeting with Comcast tomorrow; they are interested in discussing the ROI for the Tahoe TV ads. The two business associations will survey their member businesses to determine the needs of businesses and to determine if they feel the Tahoe TV ads are successful. Justin Broglio asked Cheri why only \$1000 of the grant fund is designated for marketing of the Joe King Poker Tournament. Cheri reported that NTBA will get sponsorship for the poker tournament this year. Dave reported that he was impressed with the advertising in the North Lake Tahoe Vacation Planner. There was discussion about the cooperative advertising pages for the business associations. Deb Dudley reported that the reduced price in the cooperative ads space allows smaller businesses with lower marketing budget to participate in the planner.
- 3.3 **M/S/C (Atchley/Wilderotter) (3/0 – Abstention Sprenger) to accept the grant request from the North Tahoe Business Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

4.0 SUBCOMMITTEE MEMBER COMMENTS

- 4.1 None.

5.0 SUBCOMMITTEE ADJOURNMENT

- 5.1 The Subcommittee meeting was adjourned at 9:34 a.m.

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:34 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Kelly Atchley announced that Justin Broglio will be filling her position as executive director of the Tahoe City Downtown Association. There was discussion about a possible farewell cocktail party for Kelly.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Atchley/Broglio) (6/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 **M/S/C (Atchley/Young) (5/0 – Abstention Atchley) to approve the Chamber of Commerce Advisory Committee meeting minutes of November 4th, 2008 with the correction of the date in the header.**
- 4.2 There was discussion about the status of the Community Marketing Program grant process. Kym Fabel reported that she has not yet sent the letters to the applicants at this time. Dave Wilderotter expressed concern about the grant money that was given to the Squaw Valley Institute. He said he felt that the

visibility of the Chamber is very important, but by giving money to such a large event, the Chamber gets lost in the mix. Justin Broglio said he did not feel that the Chamber was well represented at the event. Kym noted that the grant process was still a learning curve for the entire Community Marketing Program Grant Subcommittee and the Chamber Advisory Committee. Steve said he anticipates workshops between the Chamber Advisory Committee and the NLTRA Marketing Committee in March to build a proposed budget with the consideration of additional funding in the Community Marketing Grant Program. Deb Dudley suggested sending out an outreach to find out what types of businesses/events are interested in applying for the grant next year in order to determine how much money should be proposed in the grant program budget.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel reviewed the monthly Chamber Business Plan Implementation for November 2008. She reported on the success of the Chamber Winter Recreation Luncheon and the mixer at the Tahoe Biltmore. She noted the Leadership Alumni Breakfast was well attended. Kym met with Plumas Bank regarding a Chamber Education program on entrepreneurship. She noted that in the last month, the page with the most hits on the Chamber Web site was our Jobs page. Kym reminded everyone to pick up their boxes of "in market" maps at the NLTRA office.

5.2 Kym provided the Committee with a list of upcoming events. The tree lighting and Toys for Tots Kick-off party will be held at the Chateau in Incline Village on December 3rd from 4:30 – 9:30 p.m. The Incline Village Educators Luncheon will be held on December 4th at noon. The Bank of America mixer is Thursday evening from 6 – 8 p.m. On December 6th, the Chamber will help Diamond Peak celebrate the grand opening of their remodeled base lodge. Kym noted that membership percentages by area are now included on the back of the monthly implementation report. Kelly Atchley noted that there still needs to be further discussions about the advantage of joining both the Chamber and a business organization. She discussed the possibility of creating some type of advertisement cooperative. Dave suggested that members outside of the area could be charged more than members in North Lake Tahoe. This item will be put on the January agenda. Alex Mourelatos asked if there had been any changes in membership from Truckee. Kym reported that she has not seen a change, but the majority of Chamber membership renewals are coming up in the month of January.

6.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY THE NORTH TAHOE BUSINESS ASSOCIATION

6.1 **M/S/C (Atchley/Wilderotter) (6/0 – Abstention Sprenger) to approve the Community Marketing Grant Program request submitted by the North Tahoe Business Association.**

7.0 STATUS REPORT – MARKETING DECISION TOOL DEVELOPMENT PROCESS

7.1 Andy Chapman discussed the recent meeting of the Marketing Decision Tool Development project. The Subcommittee's goals are: 1) to find a pattern of North Lake Tahoe business, 2) breakdown patterns of lodging by travel segment, 3) determine areas of opportunity and 4) develop marketing programs to fill those areas of opportunity. Justin Broglio will try to find information from grocery

stores, retail and lodging. Ron Parson will go to West Shore restaurants, retail and lodging. Andy Chapman will secure a map of TOT reporting areas and sales tax by month. Cheri Sprenger is gathering information from Safeway. The Subcommittee still needs participants from Squaw Valley and Northstar. Andy said the group is discussing the possibility of asking the 2009 Leadership Program to help gather information. Justin noted that the US Forest Service has information available regarding their monthly usage and visitor numbers. Alex suggested the group should work with Placer County to leverage the information they have available. The next meeting will be held on December 11 at 1 p.m. at the NLTRA Conference Room.

8.0 REMINDER – DECEMBER 29TH DEADLINE FOR APPLICATIONS FOR APPOINTMENT TO THE 2009 CHAMBER OF COMMERCE COMMITTEE

8.1 Steve Teshara noted that information regarding appointment to NLTRA Committees is available in the *Supplemental Policies and Operating Procedures available at www.nltra.org*. Members from the five business organizations as defined by the NLTRA/Placer County will fill five of the seats on the Committee. The only change staff is aware of at this time that Justin Broglio will take the seat for the Tahoe City Downtown Association. There are also five seats available for other Chamber members. The term is for one year and Committee members may be reappointed. Steve said the Chamber is currently outreaching to community to fill the lay member seats on the Committee. Mike Young and Sherina Kreul have expressed interest to continue to serve on the Committee, so three lay member seats are available. Andy noted that a press release regarding open seats on all the Committee was sent out a few weeks ago. Kay Williams suggested that Bill Edic may be interested in a lay member seat. Alex Mourelatos suggested sending out an email blast regarding the openings on the Chamber Advisory Committee. Kelly Atchley said she feels it is very important for the Chamber to do more outreach on the openings on this Committee. She said this is a great place for people to become more involved about community happenings.

Direction: Staff and members of the Committee should create an outreach to the Chamber membership with an enthusiastic message attached to the guidelines.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 9.1 Tahoe City Downtown Association (TCDA) – Kelly Atchley reported on the combined efforts of the Tahoe City Downtown Association and the North Tahoe Business Association on the Shop Local program. Justin noted that the Shop Local Contest card does not need to be completed in order to win. The contest ends on December 21. This week, there are also several extra shopping discounts for locals. There will be a tree lighting ceremony on Friday from 4 p.m. – 6 p.m. Find out more information on upcoming events at visittahoecity.com.
- 9.2 North Tahoe Business Association (NTBA) – Cheri Sprenger reported there will be a tree lighting ceremony Friday, December 13. Santa will be available for pictures with families and pets. Cookie decorating and gift wrapping will also be available.
- 9.3 Justin Broglio reminded everyone that night shuttle service will start again on December 20th.

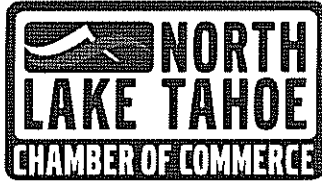
- 9.4 Incline Village – Mike Young reported on the tree lighting ceremony and Toys for Tots Kick off at the Chateau on December 3rd. He also reminded everyone about the Christmas Tree Village mixer on December 5th.
- 9.5 The North Lake Tahoe - Truckee Leadership Program is still accepting applications. They are due tomorrow by 5 p.m.

10.0 ADJOURNMENT

- 10.1 The meeting was adjourned at 10:49 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



December 31, 2008

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: **Agenda Item F** - Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Squaw Valley Business Association (SVBA)

Agenda Item G - Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA)

Item F - Background

Please refer to the SVBA grant application which is provided in the Subcommittee section of this packet. The Subcommittee will present its recommendation to the Committee at the meeting.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendation and take action, as appropriate, regarding the SVBA grant request.

Item G - Background

As of this writing, TCDA Executive Director Justin Broglio reports he is working to complete the organization's grant application. Chamber staff expects to be able to transmit the grant request to all Grant Subcommittee and Chamber Advisory Committee members on Monday. Justin will be present at both the Subcommittee and Committee meetings to respond to any questions members may have.

Requested Action

Following any additional discussion, that the Committee consider the Subcommittee recommendation, and take action, as appropriate, regarding the TCDA grant request.



December 31, 2008

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Presentation - Placer County Tobacco Prevention Education Program

Background

Chamber Manager Kym Fabel was recently contacted by Placer County staff involved with the Tobacco Prevention Education Program. The presentation will be provided by River Coyote. Among other outcomes, program officials seek to sign-up as many restaurants as possible throughout the County and encourage them to formally declare themselves "Smoke Free" establishments.

This is an informational presentation only; no specific Committee action is being requested.