



north lake tahoe

Chamber | CVB | Resort Association

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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, January 9 – 2pm

North lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kali Kopley, Eric Brandt, Steve Lamb, Joy Doyle, Steve Hoch, Caroline Ross, Michael Gelbman, Dave Snyder, 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 2:11pm by Caroline Ross and a quorum was not established.

B. PUBLIC FORUM

1. There was no public forum

C. AGENDA AMENDMENTS AND APPROVAL

1. Steve Hoch would like to add an agenda item on Holiday Lighting, it will go after Item G.

D. APPROVAL OF THE MEETING MINUTES

1. There was not quorum to approve the minutes

E. CEO Update – Sandy Evans Hall (5 minutes)

1. Sandy said that there was a BOD meeting yesterday and the new officer is David Titman from JMA Ventures. The rest of the Board is the same.
2. The new committees were appointed by the Board.
3. There will be a Board Development retreat in February in place of the regular Board Meeting.
4. Working on Transportation Vision and there is an outreach subcommittee that is starting to meet. There is a trip to Park City to explore transportation systems planned for April.
5. We are coming up to a funding threshold with NLTE. Working to avoid a shutdown of the service. Cost is currently \$180 to run each shuttle.
6. Andy discussed the USA cycling program that will be coming to NLT. It will be the last week in June 2015 and 2016, a 5 day program. Andy discussed some of the different routes. 1200 athletes participating who will all come with entourage of families.
7. Andy also mentioned another event on the table, called Winter Wondergrass. It has occurred in Colorado. Looking at a 2015 start, end of March/April. Most likely to happen in Squaw. It will be 3-day festival.
8. Also working with IRONMAN to bring a 70.5 in the second week of June 2015.
9. Andy discussed the current Snow Message, lots of discussion with PR etc. There was a PR summit with all of the resorts before Christmas to get consistent message out there. The message is that there is a snow product out there. Looking at using some marketing reserve dollars for a current state of conditions campaign.

F. \$30,000 Lakeshore Funding – Criteria and Metrics

1. Campaign is in motion. Photo contest starts tomorrow. 1 prize already and more to be collected. The Board heard report on campaign yesterday and their only direction is to update photos.
2. Thank you to Eric Brandt and Michael Gelbman for all their work in getting this program going in such a timely basis.

G. \$50,000 Product Development – Scope of Work

1. The sub committee has not met since the last meeting

2. Steve Hoch has some ideas. Likes Shop Local, Opening Day at the Lake. May be two different approaches. BACC members to bring ideas to committee and maybe distribute funds need based to different areas.
3. Sandy clarified that these funds are not designed to fund operations, intended for product development.
4. Caroline Ross, has a proposal regarding shop local. Would like to move forward with the remittance envelope idea that was discussed in the fall. Caroline brought a quote and spreadsheet
5. There was a discussion about whether or not it is good to do year round. It seems like a balance to do it in the summer as well so that both Mountainside and lake side businesses can benefit.
6. There was discussion about an event punch card/loyalty program. The group likes the idea, however putting together and maintaining a loyalty program can be a lot of work.
7. In Davis UT, a 'treasure map' is handed out to kids at end of school year with all the events of the upcoming summer. Gets families out to the events. Would we like to do something like that?
8. It would be a kid designed product that would encompass all communities. The group likes this idea.
9. All Business Associations to send Michael Gelbman 5 summer attractions from their areas by the 17th. He will put together a sample idea for the map/activity map for Kids
10. Caroline Ross to lead Shop Local, Michael Gelbman to lead Kids Map.
11. There was also a discussion about additional in market advertising for High Notes campaign.
12. Group would like to look at last summer's High Notes Campaign.
13. Three good ideas have come out of this discussion; Shop Local, Treasure Map for Children, and High Notes.

H. Holiday Lighting

1. The agreement with NLTRA included development of a a long term plan. Steve would like to form a sub-committee to start working on this program for next year and beyond.
2. The program was very successful this year.

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

1. Caroline reminded the group about prizes. The drawing will be at Blue Agave next Monday.

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

1. There were no Committee Member Reports.

K. Adjournment

1. The meeting was adjourned at 4pm.

Submitted By:
Jessica Walker
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NLT Chamber/CVB/Resort Association