



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Wednesday, July 9 2014 – 9:00am

Tahoe City Visitor Information Center

### 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 inclusive of the 9 Rules of Civility

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

#### Business Association and Chamber Collaborative Members

##### NLTRA Board:

*Kaliopé Kopley*

##### Committee Members:

*Caroline Ross, Chair  
Squaw Valley Business Assoc.*

*Stephen Lamb  
PlumpJack Inn*

*Stacie Lyans  
Tahoe City Downtown Assoc*

*Dave Wilderotter  
Tahoe Dave's*

*Kay Williams  
West Shore Assoc.*

*Rob Weston  
West Shore Sports*

*Mike Young  
Incline Community Business  
Assoc.*

*Blane Johnson  
Sun Bear Realty*

*Amber Burke  
Northstar California*

*Nate Burch  
Northstar California*

*Joy Doyle  
North Tahoe Business Assoc.*

*Michael Gelbman  
Sierra Sun*

##### County Representative

*Dave Snyder*

##### Quorum

*3 members including 1 NLTRA  
Board Director*

#### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Membership 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 Meeting Minutes (**Motion**)
  - June 11, 2014 Meeting Minutes
- E. 2013/2014 50K Product Development Update
  - High Notes & Peak Your Adventures (Summer 2014)
  - Administration of Campaigns & Creative
- F. Special Event Grant 50K Preparation ONLY- No action items
- G. 2014/2015 70K Product Development Funding Update
  - Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
  - Shop Local Discussion
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



## north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday June 11, 2014

North Lake Tahoe Visitor Information Center

#### MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kaloipe Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Mike Young, Amber Burke, Nate Burch, Joy Doyle

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ginger Karl, Judy Laverty, Kalie Ceglia

**OTHERS IN ATTENDANCE:** None

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

- The Business Association and Chamber Collaborative meeting was called to order at 9:43 by Caroline Ross and a quorum was established.

#### B. Public Forum

- There was no public forum

#### C. Agenda Amendments and Approval

- Ginger made an amendment to item E-1, disregard and see updated handout

#### D. Approval of the Meeting Minutes (Motion)

**M/S/C (Doyle/Burke) (9-0-0) to approve the BACC minutes from May 29, 2014**

- Change to motion to approve the TCDA 10K to Marketing Grant Request to read:

M/S/C (Ross/Doyle) (9-0-0) to approve the BACC minutes from May 29, 2014, Gelbman abstained

#### E. 2013/2014 50K Product Development Spend Discussion Update

- High Notes & Peak Your Adventures (Summer 2014)
  - o Amber went over the spend on High Notes
  - o Amber to go ahead and make media changes
  - o Ginger and Amber to work together on a new spend
  - o Committee decide to end High Notes at the end of August and to visit the possibility of a Shop/Dine campaign in September/October

**M/S/C (Ross/Burke) (9-0-0) to approve the 30K Peak Your Adventures Budget**

#### F. 2014/2015 70K Product Development Discussion

- Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
  - o Caroline requested that item F be tabled and added to the July 9<sup>th</sup> meeting agenda

#### G. Special Event Grant 50K Discussion- Judy Laverty

D-1

- Applications will be due early to mid-October, call for applications will go out in late August and September
- Committee to review Special Events Criteria before July 9, 2014 meeting

**H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)**

- Lodging Committee needs representatives
- Judy Lavery to be the contact for suggestions regarding the Special Event Grant Committee
- Ginger mentioned Free Hospitality Night at Tahoe Biltmore
- Joy mentioned upcoming Music On the Beach
- Stacie mentioned the upcoming Solstice Festival

**I. Adjournment**

- The meeting was adjourned at 10:34am.

Submitted By:  
Kalie Ceglia  
Executive Assistant  
NLT Chamber/CVB/Resort Association

D-2

	A	B	C	D	G	H	I	J	K	L
1	APPLICANT	2009/2010	GRANT FUNDING HISTORY 2010-2011	2011-2012	2012-2013	2013-2014	EVENT			
2	Alpine Meadows Ski Resort		\$3,000				Take the Lake			
3	American Endurance Ride Conf						Royal Gorge Round Up			
4	Auburn Ski Club			\$ 850	CXLD		SV Mountain Run			
5	Barcelona Norcal Soccer			\$ 1,500	2000		August - Sept. 2013 Tourney			
6	Barcelona Norcal Soccer					\$2,500	Labor Day Tourney			
7	Big Blue Adventure		2000	\$ 1,500	1500		Tahoe Trail Running Series			
8	Big Blue Adventure			\$ 3,000			Lake Tahoe Triathlon			
9	Big Blue Adventure			\$500	-1500		Open Water Swim & Triathlon			cxld
10	Big Blue Adventure			\$2,500			Adventure Sports Week			
11	Big Blue Adventure					1500	Sept Open Water Swim			
12	Big Blue Adventure					3000	Tri/Duathlon 2014			
13	Big Blue Adventure						2013			
14	Big Blue Adventure Trail Running/Tri/Swim/Fall Classic				5000		Snow Heritage			
15	Ca State Parks			\$ 1,500	1500		Living History			
16	Ca State Parks		\$1,100	\$ 2,500	2500		Ability Celebration			
17	Disabled Sports USA Far West		\$864		1000		Lunafest			
18	Girls on the Run Sierras		\$750	\$ (500)			Sideways Slalom (Cxld)			
19	Granite Chief Communications				2426		March 2013 (CANCELLED)			
20	Jack London Sled Dog Races				1000	1000	Nov-13			
21	Kings Beach Passport to Dining				2000		Aug 2013 Festival			
22	Lake Tahoe Dance Festival					3750	Jul-14			
23	Lake Tahoe Dance Festival				3000		Sept 2013 Fest			
24	Lake Tahoe Flow Arts Festival			\$3,000	2500		Jan-13			
25	Lake Tahoe Nordic Festival						Summer race series			
26	Lake Tahoe Paddleboard Assoc		500				Tahoe Fall Classic			
27	Lake Tahoe Paddleboard Assoc					1250	Summer Music Series			
28	Lake Tahoe Summer Music Festival		3000				Apr-13			
29	NTL Bridal Faire				2500		Aug 2013 Festival			
30	NTL Historical Society Weavers Gathering				1500		Jul-13			
31	North Tahoe ARTour				3000		NTL Plein Air Painting			
32	North Tahoe Arts					2500	Kings Beach Detours 2014			
33	North Tahoe Arts			\$ 4,000			Lake Tahoe Trail 100			
34	Northstar				2500		June-Sept Mtn Bike Series			
35	Northstar						Fireworks			
36	Northstar						Xc Ski Trails Celebration			
37	NTBA				1500		Aug 2013 Festival			
38	Olympic Heritage Celebration		8000							
39	Peaks and Paws Festival (Squaw Valley)				1500					

11

F-2

	A	B	C	D	G	H	I	J	K	L
41	PR Entertainment National Ave Concerts									
42	Rahves Banzai Tour			\$ 4,500		2500	Slightly Stoopid Concert		2012	
43	Rahves Banzai Tour				5000	5000	Feb & March 2013		2014	
44	Sierra Mountain Soccer Club		\$2,400				Fire in the Sky Soccer			
45	Sierra State Parks Foundation	1500	1100				Living History Day			
46	Sierra State Parks Foundation				1500		2013 Summer Programming			
47	Sierra State Parks Foundation					2500	Olympic Heritage 2014			
48	SnowBomb.com		\$3,050				Sick n Twisted Series			
49	Snowfest	8000					Winter Carnival			
50	Squaw Valley Institute		5000	5000	\$ 3,000	\$ 3,000	Telluride Film Fest & Luminary Speakers			
51	Squaw Valley USA	2000		\$ 2,500			SV Criterium (Transferred \$ to Fat Tire)			
52	Squaw Village Neighbourhood Co		\$2,500				Peaks and Paws			
53	Squaw Village Neighbourhood Co		\$2,500				Oktoberfest			
54	Sustainable Tahoe		\$4,600				Tahoe Expo			
55	Tahoe Fat Tire Festival				1500		Sept 2013 Fest			
56	Tahoe Forest Hosp			\$ 5,000		\$ 1,500	Gene Upshaw Golf			
57	Tahoe Grilling Society - Tahoe City Grill Fest					\$ 1,000	Sep-14			
58	Tahoe Maritime Museum		\$1,560	\$ 4,900	\$ 1,500		Brochures			
59	Tahoe Mountain Sports		\$1,500	\$ 1,500	\$ 2,500		Disc Golf Championships			
60	Tahoe Mountain Sports - A-Tier PDGA Tournament					10,000	Jun-14			
61	Tahoe Nalu	3000	2500		\$ 2,500		SUP Race			
62	Tahoe Nordic Search & Rescue Team		\$1,000			3750	The Great Ski Race			
63	Tahoe Sierra Century		\$2,500	\$ 2,000	\$ 2,000		Century Ride			
64	Tahoe X-C Ski Area			\$509			Ski Dazzle Sacto			
65	Tahoe Youth Ballet			\$ 2,500			Choreo Lab			
66	Tahoe Youth Ballet	1000					Grand Opening			
67	TCDA			\$1,500			Fireworks			
68	UC Davis TERC Fish Hatchery	2500	\$5,000				Grand Opening and Programs			