

north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Wednesday, October 15, 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

Jaclyn Woznicki
Trunk Show

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**
 - July 9th, 2014 Meeting Minutes
 - August 13th, 2014 Meeting Minutes
 - September 10th, 2014 Meeting Minutes
- E. Abbi Agency Presentation-Winter Touch the Lake Campaign -Discussion
- F. 2013/2014 50K Product Development Report
 - Peak Your Adventures Recap
 - High Notes Recap
- G. Special Event Grant Process Update to Committee
- H. 2014/2015 Shop Local Campaign Development -Discussion
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment

*Special Event Grant Funding Sub-Committee to meet after Adjournment



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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, July 9, 2014

North lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kaloipe Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Kay Williams Amber Burke, Joy Doyle, Michael Gelbman

RESORT ASSOCIATION STAFF: Ginger Karl, Kalie Ceglia

OTHERS IN ATTENDANCE: None

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:13 by Caroline Ross although no quorum was established.

- **Public Forum**

- Ginger to follow up for the Touch the Lake prizes
- Ginger announced Bridal Faire August 24th at Olympic Village at Squaw
- Joy asked about the distribution of Touch the Lake prizes

- **Agenda Amendments and Approval**

M/S/C (X/X) (0-0-0) to approve the BACC agenda for July 9, 2014- No Approval as there were no Board Members Present

- **Approval of the Meeting Minutes (Motion)**

M/S/C (X/X) (0-0-0) to approve the BACC minutes from June 11, 2014- TABLED

- **Amendments to minutes from June 11, 2014**

1. **Public Forum :**

- i. Joy asked about the distribution of prizes for Touch the Lake
- ii. Amber noted the shared space of Peak your Adventures and High Notes in the media ads

- **2013/3014 50K Product Development Update**

- **High Notes & Peak Your Adventures (Summer 2014)**

- Ginger and Caroline to look in to pricing for banners for PYA campaign
- Amber shared the new ads for PYA and High Notes, cost was 16K leaving 4K for Shop and Dine in September/October
- PYA launched June 15th and has received 113,804 impressions on the ad so far
- 5 banners are to be produced for PYA, Caroline to request from Squaw Valley sign shop
- Kalie to send out PYA e-blasts

- **Administration of Campaigns and Creative**

- Caroline would like to change the creative for PYA for next year, rewording and creative to be more engaging and relevant

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Special Event Grant 50K Preparation ONLY-No Action items

- Clarification needed from Judy Lavery (absent) on Special Event Grant process
- Numerous ideas as to how Grant Funding should be allocated, to which events and to what amount
- Meeting with sub-committee scheduled for July 30th , 2014

• **2014/2015 70K Product Development Funding Update**

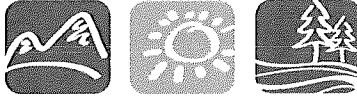
- Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
 - Shop Local Discussion-
 - Caroline outlined the direction of the Shop Local campaign and all committee members agreed that the use of the Shop Local campaign branding used from the Leadership Workshop is best, instead of two creative there will be one unified look
 - Discussion about how to use the information gathered from the clientele that are involved in Shop Local- i.e.- email, and addresses
 - Caroline brought up the possibility for Truckee to bring in shared funding for Shop Local
 - Ideas were brought up about how the Shop Local contests should go and direction was undetermined as yet

• **Adjournment**

- The meeting was adjourned at 10:34am.

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

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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, August 13, 2014

North lake Tahoe Visitor Information Center

MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kaliope Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Amber Burke, Joy Doyle, Michael Gelbman

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

OTHERS IN ATTENDANCE: None

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:10 by Caroline Ross although no quorum was established.

- **Public Forum**

- No Public Forum

- **Agenda Amendments and Approval**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC agenda for August 13, 2014**

- **Approval of the Meeting Minutes (Motion)**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from June 11, 2014 (previously unapproved)**

- **M/S/C (Gelbman/Burke) (7-0-0) to approve the BACC minutes from July 9, 2014**

- With the amendment from July 9, 2014 Minutes to read:
Consensus of committee is that the photographs in Peak Your Adventures for next year should be more engaging and relevant

- **2013/2014 50K Product Development Update**

- High Notes & Peak Your Adventures (Summer 2014)
 - Peak Your Adventures update was sent from Nate Burch to committee
 - There have been 223 photo impressions, 307 hashtag impressions, 295K Facebook impressions, and 305K campaign impressions, spend so far has been \$30,663.50
 - Surplus of funding between the two campaigns is \$3-4K currently
 - Request was made to have the surplus used to purchase Shop Local decals

- **2014/2015 70K Product Development Funding Update**

- Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
 - Shop Local Discussion-
 - It was agreed that the Marketing committee was not needed for approval to move ahead with Shop Local
 - A recap of Peak Your Adventures will be provided to the committee by Abbi Agency
 - Touch the Lake creative to begin , Michael Gelbamn, Joy Doyle, Ginger Karl, and Stacie Lyans to make up the sub-committee
 - The idea was proposed for a social media "pledge" that comes from top community leaders that they Shop Local to create more community involvement
 - The goal with Shop Local is to get a brand out as soon as possible
 - Michael Gelbman agreed to reach out to Eric Brant about recap of 2013 Touch the Lake

Approval of the Special Event Grant 50K Criteria and Scoring System

- **M/S/C (Gelbman/D (7-0-0) Approval of the Special Event Grant 50K Criteria and Scoring System**

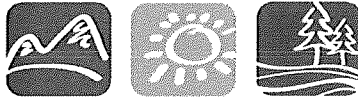
- This will go to the Board of Directors for approval in the August 3, 2014 meeting
- Judy to set a date to start Grant application reviews

- **Adjournment**

- The meeting was adjourned at 10:21am.

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

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BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, September 10th, 2014

North lake Tahoe Visitor Information Center

MINUTES

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

RESORT ASSOCIATION STAFF: Ginger Karl, Kalie Ceglia

OTHERS IN ATTENDANCE: None

- **CALL TO ORDER – ESTABLISH QUORUM**

- The Business Association and Chamber Collaborative meeting was called to order at 9:13 by Caroline Ross although no quorum was established.

- **Public Forum**

- It was brought to the attention of the committee that Kay Williams may no longer sit on the committee and that Paul Raymore and Heidi Doyle had expressed interest in the committee seat

- **Agenda Amendments and Approval**

M/S/C (X/X) (0-0-0) to approve the BACC agenda for August 9, 2014- No Approval as there were no quorum

M/S/C (X/X) (0-0-0) to approve the BACC minutes from July 9, 2014- No approval as there was no quorum

M/S/C (X/X) (0-0-0) to approve the BACC minutes from August 13, 2014- No approval as there was no quorum

- Request was made for administrative assistant to provide more detail in future minutes

- **2013/3014 50K Product Development Funding Update**

- High Notes & Peak Your Adventures (Summer 2014)

- **Peak Your Adventures:**

- Nate Burch provided recap of Peak Your Adventures campaign- 1st month
- Abbi Agency will be providing the 2nd month of Peak your Adventures campaign recap by the next meeting
- Committee will continue working with Abbi agency for the Touch The Lake campaign
- \$1350 in credit from Abbi Agency which will be used towards Touch the Lake campaign
- There was discussion on the topic of how invoices from vendors are being paid by Placer County and concern for maintaining good vendor rapport with future grant money
- Joy Doyle volunteered to follow up with Placer County on status of reimbursements
- Abbi Agency compared Peak Your Adventures to Truckee Moments, Peak your Adventures outperformed Truckee Moments
- Nate Burch suggested a photo collage approach for the next Peak Your Adventures campaign

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- **High Notes:**
 - Ginger to request metrics for High Notes Campaign from Andy Chapman, and these will be provided to the Board of Directors at the October 1st meeting
 - Discussion on High Notes mobile app button traffic since the May installation
 - Discussion about unique visitors, time on page, additional click thrus and the click thrus to each area
 - Each district will look at these metrics, and a report will be provided from each district, should be submitted to Ginger no later than September 25th

- **Shop Local:**
 - Creative is already moving forward and changes are being made to the existing creative
 - Discussion about "No Purchase Necessary" California sweepstakes rules- must have this on the cards and we do have to allow one free entry per person by sending handwritten notecard
 - Contest to be from November 28th (Black Friday) and go through December 25th (Christmas)
 - Nate suggested a social media contest based on Yelp
 - 'Take the Pledge' for Shop Local discussed, suggested to be viewed on the Facebook page
 - Committee to identify key local people to 'Take the Pledge'
 - Budget to be put together for the next BACC, budget will include: creative, printing costs, stamps, stickers, postcards- staying inside the 10K budget
 - Incline Village and Truckee will be asked to contribute to the campaign as well
 - Ginger to set up meeting Truckee Chamber that will include Joy, Lindsey and Melody
 - Mike Young did not think a \$500 buy in from Incline Village would be an issue to participate in the year round program
 - Caroline suggested initial stickers for free if you are a business association member or chamber member, can buy in to the Shop Local program and that would provide other benefits such as a certain amount of stickers and a Facebook shout out
 - Discussion as to the prize being the travel trip or something else, there will be only one grand Prize
 - Prize for Hospitality Holiday contest will be two lift tickets from each local resort presented in a booklet – there will be two drawings the night of the event , the spend for entering the entering the night of Hospitality Holidays is \$200, spend for the entire contest is \$300
 - Joy and Caroline to provide Ginger with contact for decals
 - Ideas brought up for stamps for the Shop Local cards or stickers
 - Cards will be de-cluttered, with one Grand Prize and drop off locations listed on them, there will be two drop off locations per district
 - Suggestion to have a contest for the businesses for participation as incentive

Special Event Grant 50K - Update

- Sub-committee decides to have one member from each district at the Special Event Grant Presentations on October 8th: Joy, Mike, Stacie, Caroline, Kay or Rob representing the West Shore and Ginger

• **Adjournment**

- The meeting was adjourned at 10:23am.

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

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