

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.”

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
 Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
 Kay Williams, West Shore Association | **Travis Mraz**, West Shore Cafe
Liz Bowling, North Lake Tahoe Resort Association | North Lake Tahoe Resort Association Board Member: **Jim Phelan**
North Lake Tahoe Resort Association Board Member Alternates: **Karen Plank/Aaron Rudnick**
Placer County Representative: **Erin Casey/Emily Setzer**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval – **MOTION**
4. Approval of Meeting Minutes
 - a. Thursday, April 25, 2019 – **MOTION**

Discussion & Strategy:

5. TBID Education & New Developments – Rob Kautz (25 minutes)
6. NLTRA Update – Liz Bowling (10 mins)
 - a. Chamber Programming
 - c. Summer Visitor Guide
 - d. NLTRA.org to business members
7. Summer Initiatives, Talking Points, Cross Promotion – Business Association Leads (40 minutes)
8. Future Meeting Dates – Liz Bowling (5 minutes)
In-Market Tourism Development: Tuesday, September 24 @ 1pm @ Tahoe City PUD
BACC: Thursday, August 8 @ 1pm @ NLT Visitor Center

Other Items:

9. Committee Member Reports/Updates from Community Partners (1-2 mins each)

10. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, April 25th at 1:00pm

Tahoe City Visitors Center

100 North Lake Blvd., Tahoe City, CA 96143

PRELIMINARY MINUTES

Committee member in attendance: Jim Phelan, Joy Doyle, Kylee Bigelow, Caroline Ross, Greg Long, Liz Bowling, Jody Poe (called-in)

1. Call to Order – Establish Quorum – Quorum was established at 1.07pm.
2. Public Forum – Caroline thanked Liz for a great job on the Community Awards Dinner.
3. Agenda Amendments and Approval
MOTION to approve agenda M/S/C (Jim Phelan/Joy Doyle) (6/0/0)
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from Feb 14, 2019 (Greg Long/Kylee Bigelow) (6/0/0)
Liz shared going forward the meeting minutes will be more condensed.

Discussion & Strategy:

5. Committee Structure, Collaboration Opportunities – Caroline Ross/Liz Bowling
Overarching focus and future agenda topic

The committee members all recommended that the focus should be on the TBID process going forward. There were concerns on outreach process and involvement and it was recommended that either Civitas or staff come present to NTBA, TCDA at their next board meeting.

Joy shared she is stepping down as the NTBA's Executive Director and NTBA is looking for a new Executive Director.

Action to Liz: Follow up with Civitas to see if they can attend the TCDA or NTBA Board of Directors meeting on May 15th. If that is outside their scope of work, Liz will attend on their behalf.

6. NLTRA Update
 - a. Staffing Changes
Liz shared the new staffing changes at NLTRA. Cindy has left the organization and is now the new Placer County Supervisor for our district, and Bonnie Bavetta our CFO is stepping in as the Interim CEO. Liz's new title is Director of Communications/PR/Business Services, Amber is Director of Marketing and Sarah is Director of Sales. The organization is currently looking to hire and Administrative Assistant Position along with an Event Coordinator position.

b. Ambassador Program, Ongoing Chamber Programming.

Liz is looking to build an Ambassador Program as she needs volunteers to help with the different events the Chamber of Commerce produce.

c. Trainings & Workshops

- Small Business Seminar of April 30th on Digital Marketing 201.
- Breakfast Club on May 7th. Liz stated that North Tahoe PUD is looking to possible host some of the future meetings to get more involved.
- Basin-Wide Virtual Job Fair is May 8th & 9th.

d. Launch of Nltra.org

This new nltra.org website has launched, and this is a local business site along with meetings and historic documents. The GoTahoeNorth.com is still our consumer website.

7. Summer Initiatives, Talking Points, Cross Promotion – Business Association Leads

- The Summer Recreation Luncheon format is changing. Liz shared that she is planning on events in each business district. More information to come on this program but she will need talking points from each district.

8. Assets & Deadlines – Liz Bowling

- Ad space in the Visitors Guide deadline is May 3rd.

9. Future Meeting Dates (BACC + In-Market Tourism Development) – Liz Bowling

The next BACC meeting dates are June 6th and August 15th. The next In-Market Tourism Development meeting is Tuesday May 28th and September 24th.

10. Committee Member Updates

- Liz shared information on the Basin-Wide Virtual Job Fair on May 8 & 9. This is a new concept that the organization was asked to partner with the South Lake Tahoe Chamber of Commerce. It allows businesses to have a virtual booth so that is cast a bigger net.
- Caroline shared Squaw Valley is still open for skiing daily through Memorial Day Weekend. After Memorial Day weekend is only open weekends except for July 3-7th. Upcoming events include: Made In Tahoe on Memorial Day Weekend, Bluesday Tuesdays are kicking off on June 11th, Brews Jazz and Funk Fest is returning Aug 11 & 12. The movies in the Village is on Thursdays and Spartan Championships will be returning this fall.
- Greg shared the Thunderbird Lodge tours will be starting on May 21st. The fireworks will be happening on July 4th in Incline Village again.
- Joy shared that the NTBA is looking for a new Executive Director and she will stay on until July 31st. Kings Beach clean-up day on June 1st, Music on the Beach is June 28th through August 30th. Fireworks in Kings Beach will be on July 3rd.
- Kylee shared TCDA also have Clean-up day on June 1, Tahoe City Solstice week have different events (June 8th – 16th) leading up to Food and Wine Classic on June 15th. Concerts at Commons

Beach starts on Father's Day, June 16th. Oktoberfest will be returning on September 28th. The movies will be on Wednesday nights at Commons Beach.

- North Tahoe is planning on doing movies in this summer and asked that TCDA and Squaw share their schedule with NTPUD.
- Jim with Tahoe City Marina shared the Trans Tahoe Sailing Regatta is Friday June 21st and Concours d'Elegance is August 9th and the Trans Tahoe Swim is the 3rd Saturday of July.
- Liz stated the PR Summit is scheduled for May 23rd.

Action to Anna: Add the Business Associations to the NLTRA Board distribution list.

Action to Liz: share the opportunity about the Virtual Job Fair to the Business Organizations.

Meeting adjourned at 2:53pm.