

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
 Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, Tahoe.com
Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
 Kay Williams, West Shore Association | **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

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, February 27, 2020 – **MOTION**

Discussion & Strategy:

5. NLTRA’s Response to the COVID-19 Pandemic; TBID Update – Jeffrey Hentz (15 minutes)
6. Stronger Together Community Campaign – Liz Bowling (5 minutes)
7. Event Updates
 - a) Squaw Valley: Caroline Ross
 - b) Kings Beach: Alyssa Reilly
 - c) Tahoe City: Kylee Bigelow
8. Placer County Economic Development Update – Emily Setzer (10 minutes)
9. Adjournment

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, February 27^h at 1:00pm

NLTRA

100 North Lake Blvd., Tahoe City, CA 96143

PRELIMINARY MINUTES

Committee members in attendance: Kylee Bigelow, Steve Lamb, Greg Long, Paul Raymore , Alyssa Reilly, Emily Setzer, Jim Phelan

Staff and other in attendance: Jeff Hentz, Liz Bowling, Anna Atwood

1. Call to Order – Establish Quorum at 1:03pm
2. Public Forum – No public forum. Caroline stated that Wanderlust has canceled all their 2020 events. The weekend of July 17-19, 2020 is now open for a possible new event.
3. Agenda Amendments and Approval
MOTION to approve agenda M/S/C (Raymore/Long) (7/0)
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from October 17, 2019 (Raymore/Long) (7/0)
5. Introduction to NLTRA's new CEO, Jeffrey Hentz
 - Jeff introduced himself to the committee members.
 - The committee members gave a quick introduction to Jeff Hentz.
6. TBID Petition Drive Update
 - Liz gave an update on TBID. The TBID is out for petition and Liz shared all the pieces included in the petition drive online. ([see packet posted online](#))
 - Alyssa questioned how NTBA can help reach out? Liz shared she will get together with Rob on Kings Beach specific businesses and give her a list.
 - Jim clarify to the committee members the difference between Zone 1 and Zone 2.
 - Kylee stated for smaller businesses there is a tiered assessment fee. Jeff will verify but said a tiered flat fee for businesses with revenues under \$50K and under \$250K. This is an annual fee.
 - Liz stated there is more resources on our landing page nltra.org.
7. NLTRA Update
 - a) 66th Annual Community Award Dinner – Liz shared the community awards dinner is on April 23, 2020 at the Olympic Village Lodge. There is a lot of involvement and sponsorship opportunities available for this event, and this is the biggest fundraiser for our Chamber of Commerce. Liz stated she is really pushing nomination this year to get everyone involved and it also has a robust silent auction.

b) Business Builder Training Series – This is a workshop series being developed in conjunction with the Chamber of Commerce, Sierra Business Council and Placer County. This series will be launched in May and it will be branded with a logo.

c) Chamber Programming: Liz shared the First Tuesday Breakfast Club agenda for March 2020. Next week in conjunction with Snowfest the Chamber is hosting a fundraiser for the Squaw Valley avalanche dogs.

8. Future BACC Initiatives – Shop Local, Restaurant Week

Liz questioned the committee if these meetings are still valuable to the committee members? How about In-Market Tourism Development meetings? Do this committee want to look at a restaurant week? Jeff shared this committee is like a merchant committee that builds cohesive marketing programs (in-market programs).

Comments:

- Caroline stated that it's the collaboration piece and making sure everyone is aware of what's happening, so that we may support one another. This creates value, not competition. The out-of-markets piece has added a little confusion but it's ensuring that the in-market campaigns aligns with what's happening in the out-of-market. TBID has the potential to change everything.
- Jim stated it's important to recognize each community as the demographics in each area are different from each other and ensure the participants and involved.
- Alyssa shared their community focus is a little different and their economy has been struggling. There are lots of open store fronts.
- Liz questioned is this just information sharing committee? How do we proceed? Any efforts/events that has helped the whole community?
- Caroline shared the focus has been the \$80K and the four campaigns that this group initiated and executed, but it has now gone to a "different group". This is where there is some confusion. The biggest success story has been the shopping campaign. Knowledge and education is very important that could possibly be fine-tuned.
- Jim shared the Chamber portion of NLTRA focus has not been strong enough. He stated there should be more assistance for new business members from the Chamber of Commerce.
- Kylee shared that she has been focused on business retention and expansion. She stated the business community liked the shop local program, even though it's was a lot of work for them. Caroline shared that it was hard to fight for funding for this and Squaw and Northstar had their own campaign that was more successful.
- Kylee also recommended doing a restaurant week in conjunction with Visit California restaurant month. Caroline suggested tying it in with the Autumn Food and Wine Festival. Steve brought up that this region used to host a restaurant week, put on by Pettit Gilwee PR.
- Jeff suggested doing a "Taste of Tahoe" in the different communities.

Action to Liz: Add the Marketing Cooperative Committee to come give an update at the next meeting.

9. Business District Updates

- NTBA: Snowfest Parade in Kings Beach is scheduled for March 7, 2020.
- Incline Village Crystal Bay Visitors Bureau: Powabonga Music Festival is March 20-22, 2020 at the Tahoe Biltmore.
- TCDA: Food & Wine Classic go on sale soon (June 20th). New VIP tickets this year.

- In-Market meeting has more information on opportunistic funds at the March 24th meeting.

10. Placer County Update

- Economic study was completed. Drafted recommended that will go in front of BOD of Supervisors on March 10th.
- Annual update from NTBA and TCDA will also be on the agenda. Emily encouraged attending this meeting to support the local business organizations.
- New bike share will be coming to North Lake Tahoe on April 1, 2020. Zagster is the vendor being used for this bike share.

11. Adjournment

The meeting adjourned at 2:22pm.