



north lake tahoe

Chamber | CVB | Resort Association

Business Industry Roundtable: Outdoor Activities
Wednesday, April 29, 2020

Recording of Restaurant Call: [CLICK HERE](#)

Goal of roundtable discussion:

- Create Visitor Readiness Kit & Business Readiness Kit

Placer County - Erin Casey:

1. Ensure business community is informed and has access to available resources
2. We have been focused on gathering information and responding, we are now moving into the phase of business recovery with our partners
3. How can the county work in partnership with NLTRA and the business community to ensure needs are met? Continue a dialogue: developing relationships are essential to understanding how best to support and advocate for you

Sierra Small Business Development Center - Steve Frisch:

1. Wide range of business services and needs -- check out the newly launched Resilience Fund, created for the community by the community to support local businesses ([here](#))
2. Our free counselors are helping businesses prepare paperwork; understand programs in place for recovery
3. We regularly interact with statewide partners on long range economic recovery planning
4. New Program: [resiliencefund.org](https://www.resiliencefund.org)
<https://www.ibank.ca.gov/small-business-finance-center/>
5. Outdoor recreation will be a stage 2 reopening and will likely be early in what the Governor defined yesterday as stage 2. This could be one of the first business segments that open by state. They are looking into protocols by each business sector in each phase.

NLTRA Staff - Jeffrey Hentz, CEO, Amber Burke, Director of Marketing and Liz Bowling, Director of Public Relations

1. International and group business expected to be impacted
2. Focused on drive market
3. Marketing Research - in a national study, we can see how consumers feel now and track journey over the next few months
 - a. Destinations viewed as the least risky: Mountain & Lake Communities
 - b. Drive market plans - aligning with Visit California and looking to local economy and then drive market with flights being decreased

- c. Consumers will be looking for deals and packages. NLT will be collecting these and including on website and communications
 - d. Consumers are looking for information on precautions being taken with pre-arrival and in-market communications
4. Regional PR efforts - sharing virtual offerings, sharing with us new information on your business, so we can share both locally and nationally.

PUBLIC COMMENT:

Tony Berendsen

Tahoe Star Tours

- Conducts business in both states, it is important to have one voice, one message
- Will the NLTRA or Placer County be developing a web portal to follow guidelines moving forward
- What is the list of items we need to provide for our guests? Temperature testing, etc.
- Planning on reduction of group size

Jim Phelan

Tahoe City Marina

- The understanding of the degree of opening - timeline wise.
- Boating on lake tahoe is a disbursement activity, not a crowd building activity
- Procedures can be put in place to keep people separated before recreating
- This time of year, marinas have very little customer contact
- Boat Sticker program: boats that do not leave the basin pose less of an issue
 - 2nd program: Tahoe in and out sticker - boats that get taken in and out.
 - Third sticker - boats that go in and out, including into other lakes, the boat needs to be inspected. The inspection program is closed.
- Will be compiling a list to send to the county

Cathy Walsh

North Tahoe Marina

- Not able to open by Memorial Day because they are so far behind in preparation.

Zachary Garrison

Boat Rental Company

- Golf courses are open - why?
 - Vali Murnane - each individual golf course was to follow the county plans with their own restrictive measures.
- Paddleboard rental companies - what will the social distance rules be?

Larry Boerner

Tahoe Gal

- We have a very long pier and we can mark off six-foot increments to aid in social distancing while passengers are waiting to board the Tahoe Gal.

Stephanie Hoffman

Granlibakken Tahoe

- Bulking together all activities, specifically pools, spas and jacuzzi. How we can safely reopen without bulking together under one list?

Andrew Laughlin

Tahoe City Kayak & Sand Harbor Rentals

- How do we safely sanitize without polluting the lake?
- How can we market to keep people safe - reporting on sanitized public restrooms, etc.
- How do we get supplies?

Ethan Westwood

Tahoe Paddle & Oar

- Testing for employees, will we be able to get each employee tested for COVID before bringing them back to work?

Andy Chapman

Incline Village Crystal Bay Visitors Bureau

- Now both NV & CA are both in western pact for reopening
- Sand Harbor State Park is open

Valli Murane

TCPUD

- Summer camps - what will the next steps for opening these programs be and what regulations should we expect?

Adrian Ballinger

Alpenglow Expeditions

- Best practice: registering guests outside vs. inside
- Biggest challenges - how and when do we as business owners and locals feel it will be morally or ethically right to invite people back to Tahoe? How do we man

Anik Wild

Watermans Landing

- Coffee shop is to-go, takeaway only
- How do we teach our staff the appropriate guidelines to shift roles and responsibilities?
- Best practice: using digital waiver signatures to reduce human contact
- Negligence of customer base, how do we encourage spacing of our customers?
- Also, can you differentiate rentals and private tours? Can tours be open to the public? More details around group and private tours is appreciated.

- What is the health risk of asking employees to wear a mask for a long period of time?

Jesse Desens

Tahoe TreeTop Adventure Parks

- Has a sensible and workable plan to reopen, including cleaning procedures in place to clean shared equipment
- We need to rely on people, both locals and visitors to be responsible with their own health.

Pamela Pokorny

Tahoe City Movies on the Beach & Tahoe Vista

- What is being said about large gatherings of groups?
 - Large gatherings are very unlikely this summer, per Governor's directive.
- PamTahoe@gmail.com, please reach out to work together on a drive in movie theater
 - Samir Tuma offered up the Tahoe City Lodge

Lisa Kucera

TDRPD

- TDRPD has a multi faceted beach front at Donner lake: snack shack, boat rentals, Lifeguarded swim area, picnic sites, BBQ sites, basketball, tennis, volleyball, playgrounds, pavilion rentals, etc. Are there ways to open part of the beach park, or offer boat rentals (SUPs, kayaks, paddle boats, etc) without allowing for use of the beach area? Also, will there be specific guidelines for lifeguard requirements, etc. Also, how can we send out people on non-motorized watercraft rentals and maintain 6ft of distance?

Additional information:

- Old trestle distillery in Truckee is making hand sanitizer and you can buy direct:
 - <https://www.oldtrestle.com/>
- The group would like to see full comprehension results of the business survey go out
- Covid antibody testing be done by NaturMed in Kings Beach - 530-546-0400 for more information
- Checking with your individual insurance policy on coverage for customers and employees
 - Paid sick time is applied to those out for COVID 19 - check state policy
 - US Department of Labor Federal Labor Law: <https://www.complyright.com/downloads/cr/posterimages/FFCRA.pdf>
- Links to other recordings
 - [Restaurant Recording](#)
 - [Retail Recording](#)
 - [Lodging Recording](#)
- Amy Berry from the Tahoe Fund let me know that if you can avoid using these two products to keep the lake clean/safe: avoid anything with nitrogen or phosphorus.