



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Wednesday, June 11 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:

**Kaliope Kopley**  
**Eric Brandt**

##### 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**)
  - May 29, 2014 Meeting Minutes
- E. 2013/2014 50K Product Development Spend Discussion Update
  - High Notes & Peak Your Adventures (Summer 2014)
  - Administration of Campaigns
- F. 2014/2015 70K Product Development Discussion
  - Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
- G. Special Event Grant 50K Discussion-Judy Laverty
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment