



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

**Wednesday, May 9, 2012 – 9am**

Tahoe City Public Utility District, Board Room

### 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*

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

#### Chamber of Commerce Advisory Committee Members

##### NLTRA Board:

*Kaliopé Kopley  
Valli Murnane*

##### Committee Members:

*Caroline Ross, Chair  
Squaw Valley Business Assoc.*

*Steve Hoch  
Tahoe City Downtown Assoc.*

*Sherina Kreul  
Bank of the West*

*Kay Williams  
West Shore Assoc.*

*Mike Young  
Incline Community Business  
Assoc.*

*Nadia Guerriero  
Village at Northstar Assoc.*

*Joy Doyle  
North Tahoe Business Assoc.*

*Michael Gelbman  
Sierra Sun*

*Maja Thaler  
Sandbox Studio*

*John Crus  
Green Envy*

*Eli Covell*

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**)

- April 11, 2012 Meeting Minutes

E. CEO Update – Sandy Evans Hall (10 minutes)

- TRPA Regional Plan/TOT Renewal

F. Remaining Grant Funds Vote– Sandy Evans Hall (20 minutes) (**Motion**)

G. Project Update: Retail/restaurant coordinated promotion in conjunction with Opening Day at the Lake – Deanna Frumentti (5 minutes)

H. Membership Program and Project Updates – Deanna Frumentti (5 minutes)

- Upcoming Membership Activities
- Ambassador Program

**County Representative**

*Dave Snyder*

**Quorum**

*5 members including 1 NLTRA  
Board Director*

- I. Presentation: SummerFest (15 minutes) Julie Hoff and Deb Darby
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Standing Reports
  - Monthly Business Plan Implementation Report
- L. Adjournment

**This meeting site is wheelchair accessible**

*Posted and Emailed-5/4/2012*