



TOURISM DEVELOPMENT/IN-MARKET/BACC COMMITTEE

DATE: Tuesday, Sept 26, 2023
ESTIMATED TIME: 2:00 p.m. – 4:00 pm
LOCATION: Tahoe City PUD, 221 Fairview Dr., Tahoe City, CA

ADDITIONAL LOCATIONS:
Via Laietana 4, 2-2, Barcelona, Spain 8003
692 Julie Lane, South Lake Tahoe, CA 96150

Each teleconference location is open to the public and any member of the public has an opportunity to address the TOT Committee from a teleconference location in the same manner as if that person attended the meeting location at 221 Fairview Dr, Tahoe City, CA 96145

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/81883727505?pwd=OHIMSERqNUE0MIICT2dUWmx2eUNoUT09>

Meeting ID: 818 8372 7505, Passcode: 543458, Dial by your location +1 669 900 9128 US (San Jose)

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

- 2:00 p.m. 1. Call to Order – Establish Quorum
- 2.Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- Page:1** 4. Approval of In-Market Tourism Development Meeting Minutes from April 25, 2023
- Page:3** 5. Approval of In-Market Tourism Development Meeting Minutes from June 27, 2023
- Page:5** 6. Approval of the Tourism Development Meeting Minutes from April 25, 2023
- Page:8** 7. Approve of BACC Minutes from October 27, 2022
- 8. Consider recommending to the Board of Directors of the North Tahoe Community Alliance that it establishes the Chamber Advisory Committee on October 4, 2023, for the purposes of supporting the strategic direction of the North Lake Tahoe Chamber, the Roadmap work and collaboration with the Business Associations, and the recommendation to the NTCA board for

the investment in community events. This committee will also recommend to the NTCA board the annual advocacy policies and positions. [Action]

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9. Consider recommending to the Board of Directors of the North Tahoe Community Alliance that it adopt the Event Investment Guiding Document for Fiscal year 2023/2024. [Action]

10. Departmental Reports (The following reports are provided on ntra.org monthly and can be pulled for discussion by any committee members.) Click [here](#) for reports.

- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

11. Standing Reports (located on ntca.com)

- Destimetrics
- Lodging Referral Report

12. Committee Member Comments

3:30 p.m.

13. Adjournment



In-Market Tourism Development
Draft - Meeting Minutes – Tuesday April 25, 2023

The In-Market Tourism Development Meeting was held at the Tahoe City Public Utility District, 221 Fairway Dr., Tahoe City, CA.

BACC Committee member that attended: Chair: Caroline Ross, Steve Lamb, Katie Biggers, Greg Long, Lindsay Thayer and Placer County Advisory representative Nick Martin

NLTRA Board of Directors member: DJ Ewan

Tourism Development Committee: Christine Horvath, Brit Creeze, Connor McCarthy, Katie Biggers, Caroline Craffey, Wade Machon

Staff in attendance: Kirstin Guinn (via zoom), Adam Wilson (via zoom), Kimberly Brown, Anna Atwood

Other in attendance: Christin Hanna, Keith Prawalsky, Neil Morse (via zoom)

1. The meeting was called to order at 1:36pm and a quorum was established.
2. Public Forum – No public forum.
3. **Agenda Amendments and Approval**
The agenda was accepted as presented with the correction of the Squaw Valley Business Association name under item 6a **M/S/C CRAFFEY/LONG/UNANIMOUS**
4. **Motion to approve the In-Market Meeting minutes from Nov 29, 2022**
Motion to approve the Nov 29, 2022 meeting minutes M/S/C BIGGERS/MCCARTHY/UNANIMOUS
5. **Informational Updates/Verbal Updates:**
 - a) **Spring Campaign Update:** Guinn reviewed the upcoming Consumer Summer Campaign with the committee members.

Comments:

- One member questioned where does the fishing collateral or photos fall in-line as he didn't see any? Guinn stated she is working with Matt Heron on some things, and he is our go to person if hosting journalists. At the moment she is waiting to see how it performs on the native direct space since the content on GoTahoeNorth is being revamped. She is planning photography shoots this summer and fishing is one activity that has been identified as a need for better photography.
- One member brought up the diversity in the creative and what is the plan for that? Guinn stated that the photography being utilized is what currently exists, but she is looking to incorporate more diversity in the upcoming shoots.
- One member brought up with the name change from Squaw to Palisades is there an opportunity to showcase native attractions or for our visitors looking for something more meaningful when they travel. Guinn stated this is something that is on our radar and is being approached very carefully. GoTahoeNorth is following that path and is working on establishing a true partnership and is meaningful to both sides.

b) Update on remaining meeting dates

Guinn shared the next In-Market Tourism Development meeting will be held on June 27th.

6. Squaw Valley Business Association Request for 2022/23 Business Association Marketing Grant in the amount of \$10,000 – Action

Christine Horvath provided what properties and companies makes up the Squaw Valley Business Association. The SBA is funded primarily by dues. Their purpose is to promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long visitation duration year-round. Some of the items that have been funded in the past are a shopping/dining guide and also digital marketing campaigns. The Squaw Valley Business Association is requesting \$10,000 for FY 2022/23 so that they can contract with EXL media to assist with a digital campaign to promote the Olympic Valley lodging properties and a midweek lodging offering, spring skiing and Memorial Day weekend events. (Made in Tahoe) this April and May 2023. This will also help to drive traffic into the restaurants and the shops in the village as they are still open. This campaign has already been launched and it will focus on midweek lodging.

The success of the project will be measured by a performance report at the end of the campaign.

Comments:

- Is there a landing page and where does it live? Horvath stated it lives on the Palisades Tahoe, but it is stripped down and it doesn't have their ads and you can only get to it from the digital buys.
- There was a question if the SBA is looking to rebrand. Ross shared they have tried changing the name to Olympic Valley Business Association, but they are not allowed to. There may be other opportunities later with the TBID grants.

Motion to approve the Squaw Valley Business Association Grant Request for FY 22/23 in the amount of \$10,000 M/S/C LONG/CREEZE/Carried with Horvath, Lamb and Ross abstaining.

7. Committee Member Reports/Updates from Community Partners

- Incline Village Visitors Bureau: Long shared the are doing another drone show for the 4th of July that they are starting to push out. They are increasing the drones from 200 to 250 this year.
- TCDA – This year they have a 300-drone show planned for 4th of July. They are also working on getting an art car along with a DJ at Commons Beach to help amplify the event and make it more exciting. TCDA is also working on the Tahoe City Food & wine Classic for June 10th. Biggers shared the lineup that was just announced for the Concerts at Commons Beach. She also touched on the construction project happening with replacing the gas lines that will happened through end of June.
- NTBA – This year they are doing the drone show on Labor Day Weekend. They will be doing Music on the Beach every Friday. The line-up is available online. Lindsay also announced their cleanup day on June 3rd from 9-1pm.
- Palisades Tahoe: Open for skiing through June. The resort will be closed 2 days per week as well as Alpine Meadows. Please check the website for more details. They are gearing up for Made in Tahoe Festival with over 100 vendors.

8. Staff Updates- Guinn emphasized the importance of accepting the meeting invitations so we can make sure we have a quorum ahead of time.

9. Adjournment

The meeting adjourned at 2:20pm.



**In-Market Tourism Development
Draft - Meeting Minutes – Tuesday June 27, 2023**

The In-Market Tourism Development Meeting was held at the Tahoe City Public Utility District, 221 Fairway Dr., Tahoe City, CA.

BACC Committee member that attended: Chair: Caroline Ross, Katie Biggers, Greg Long

NLTRA Board of Directors member: None

Tourism Development Committee: Becky Moore, Christine Horvath, Connor McCarthy, Wade Machon, Kristy Oik, Caroline Craffey

Staff in attendance: Kirstin Guinn, Adam Wilson, Kimberly Brown (zoom), Patrick Yun

Other in attendance:

1. The meeting was called to order at 1:06pm and a quorum was not established.
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
The agenda was accepted as presented with removing item 6 A. Northstar Business Association Request for Marketing Grant.
4. Motion to approve the In-Market Meeting minutes from Apr 25, 2023
The approval of the In-Market Meeting minutes from April 25, 2023 will be tabled until the next meeting.

Action: Add June meetings to the August meeting for TDC and September meeting for In-Market.

5. Informational Updates/Verbal Updates:

- a) Guinn shared the In-Market Annual Plan presentation with the committee members. She reminded the committee member that the In-Market Annual Plan that was approved a year ago is still running until the end of August.

The objectives are still focused on:

- Promoting sustainable tourism practices.
- Supporting regional events and highlighting local businesses.
- Align placements and flight media with peak in-market visitation (i.e., holidays, weather, events, summer, winter, etc.)
- Utilize learnings from past creative performance on paid and organic channels to inform tactic selection.

NTCA is working on refreshing new campaign creative to better align with the new NTCA brand and is also gathering new imagery and video footage to develop videos and support campaign placements. This will all help drive traffic to the new landing page to speak to sustainable efforts. The timing of the new paid campaign is 9/1/23 – 8/31/2023. The media budget is \$46,000 with the targeting visitors within a 50-mile radius of North Lake Tahoe. The tactical strategies being utilized are Paid Social, Programmatic Display, Paid Search (New Tactic) and YouTube Shorts (New Tactic).

Paid media efforts will ramp up during peak time periods providing higher foot traffic in-market. Winter season: December 1 – February 30. Summer season + Holidays: May 1 – early September. The Marketing Cooperative does support paid social media specific to in-market sustainability placements throughout the year with TART Connect, Traveler Responsibility Pledge and developing creative assets and completing organic promotion for various events. (Summer Music Series, WinterWonderGrass and Made in Tahoe.)

Comments:

- A committee member questioned how the Traveler Responsibility Pledge works. Guinn shared how it's intent and shared it's more focused on the highlighting the behavior.
- One member raised concern about possible branding confusion. Guinn explained the funding source and that the in-market is 100% within the region.
- There was a question if shopping was included in the plan and Guinn stated it is not included in the stewardship campaign but it's more of a Chamber focus.
- Biggers stated the NTCA logo doesn't resonate with the visitors and asked if NTCA has received this feedback.

The In-Market Tourism Development Committee did not adjourn but continued with agenda items from the Tourism Development Committee. The Tourism Development Committee did not Call to order or establish a quorum. No one from the In-Market Tourism Development Committee left the meeting.

6. Event Sponsorship Grant Cycle Draft Presentation

Wilson shared the new draft guiding document for TBID Event/Marketing Sponsorship Investments. He stated investment in human-powered sports, arts, culture, culinary, and health/wellness-focused events is an important part of the vitality of any community. This program aims to provide more focus on our stewardship pillar and less on marketing efforts. He also shared they would be looking to get away from the different "buckets" of funding and instead looking at 1) Multi-Year Opportunities, One-Time or New Event and Opportunistic/Reserve bucket.

Wilson suggested that feedback on this draft is welcome through the middle of July. He walked the committee members through the next steps of implementation, criteria document and timeline.

Comments:

- One member questioned if it would be funded. Wilson shared it would be funded yearly.
- Olk questioned if the events will go through a "review" process to make sure they are following protocol and meet certain criteria in order to get funding for future years.
- Ross questioned the timeline and communications with event producers. Wilson shared they will go back and consider edits from today's meeting and then draft a timeline. He also shared NTCA will also reach out to everyone that received funding from the organization from the last two years. One committee member recommended going back 5 years.
- Ross also questioned the \$10K marketing grant and Brown highlighted that is from a different bucket.
- Horvath suggested not forgetting about the lodging component and the importance of promoting at least one lodging provider within our boundary.
- Machon questioned how the scoring criteria impacts the application approval process. Wilson walked him through two different options for the scoring sheets.

7. Adjournment

The In-Market Tourism Development meeting adjourned at 1:55pm



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday April 25, 2023

TIME: 2:00 p.m. – 4:00 p.m.

LOCATION: Via Zoom

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management

VICE CHAIR WENDY HUMMER, EXL Media

NTCA BOARD REPRESENTATIVE RAY VILLAMAN

BRIT CREEZE, Sotheby's International Realty

CAROLINE CRAFFEY, SOS Outreach

CHRISTINE HORVATH, Palisades Tahoe

CONNOR MCCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort

KATIE BIGGERS, Tahoe City Downtown Association

KRISTY OLK, The Resort at Squaw Creek

WADE MACHON, MJD Capital Partners/The Boatworks at Lake Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

**** Draft Meeting Minutes from April 25, 2023 ****

Committee Member in attendance: DJ Ewan (NTCA Board Representative), Brit Creeze, Caroline Craffey, Christine Horvath, Connor McCarthy, Katie Biggers and Wade Machon

Staff in attendance: Adam Wilson (via zoom), Kirstin Guinn (via zoom), Kimberly Brown, Anna Atwood.

Others in attendance: Christin Hanna, Keith Prawalsky, Neil More (via zoom)

Placer County Executive Office: Nicholas Martin

1. Call to Order – A quorum was established at 2:21 pm
2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
Motion to accept today's agenda M/S/C EWAN/MACHON/UNANIMOUS
4. **Approval of Tourism Development Meeting Minutes from February 21, 2023**
Motion to approve the meeting minutes with the correction of the date February 21, 2023 M/S/C MCCARTHY/EWAN/UNANIMOUS
5. **Event Sponsorship (ACTION):**

Kimberly Brown gave a brief update on the budget and what is remaining.

A. Review and Possible Approval of the Lake Tahoe Dance Festival 2023 Sponsorship of \$30,000.

Christin Hanna with Lake Tahoe Dance Festival shared her presentation with the committee members.

Comments/Questions:

- Do you receive other sponsorship? Hanna stated she receives \$5,000 from Art Council from Placer County and \$5,000 from the Tahoe Truckee Community Foundation which has been earmarked for Artist fees for the Lake Tahoe Dance Festival. She stated there are other corporate and smaller sponsorship that go towards the general fund to keep their rent and lights on at their studio in Tahoe City. She pointed towards a budget in the packet.

- One member pointed out the budget has \$20,000 for marketing but where is the other \$10,000 allocated? Hanna said that allocated towards artist fees.
- One member questioned what is local vs. out-of-town attendance? Hanna shared they go by billing address, and they do also do a post-show survey. Kimberly Brown was able to pull up the information and shared it with the committee members.

Motion to approve the Lake Tahoe Dance Festival 2023 Sponsorship for \$20,000 M/S/C MCCARTHY/CRAFFEY/UNANIMOUS

B. Review and Possible Approval of the Adventure Van Expo 2023 Sponsorship of \$15,000.

Neil Morse with the Adventure Van Expo shared his presentation with the committee members.

Comments/Questions:

- There were no comments on questions from the committee members.

Motion to approve the \$15,000 Sponsorship for the Adventure Van Expo M/S/C CREEZE/MACHON/Carried with Horvath abstaining

C. Review and Possible Approval of the Tahoe Trail 100 2023 Sponsorship in the amount of \$15,000.

Keith Prawalsky with Northstar California presented shared his presentation with the committee members.

Comments/Questions:

- One member asked if Northstar sponsor anything for this event? Keith shared they don't sponsor the event; they are the host venue.
- Does Northstar have an agreement to bring this event back? Currently is a 1 year auto renewal for 3 seasons but both parties are working on the possibility of a 3-year contract.
- One member questioned if there is a clean up strategy towards the Burton Creek area plan? Keith stated the clean up is done by Northstar staff.

Motion to approve the Tahoe Trail Race Sponsorship for \$15,000 M/S/C HORVATH/EWAN/UNANIMOUS

D. Review and Possible Approval of the Northstar Enduro Race 2023 Sponsorship in the amount of \$10,000.

Keith also presented on the Enduro race with the committee members.

Comments/Questions:

- One member questioned the sustainability aspect of the event and the aid stations. Northstar do not provide cups, they must bring a bottle.
- One member questioned if there is an opportunity to include B roll in some of the promotional video. Keith stated there would be.
- It was recommended to consider the messaging to extend their stay.

Motion to approve the Northstar Enduro race series for \$10,000 M/S/C CREEZE/MCCARTHY/UNANIMOUS

6. Event Funding Allocation

Brown stated there is one more event that has notified our organization that they will be coming to us for a sponsorship ask, and it's the Lake Tahoe Reggae Festival on July 22. She did inform this event there may not be any funding left.

The ask for the four events is \$70,000. Brown also pulled up a spreadsheet showing the geographical location of all the events sponsored this year.

Committee member comments:

- How much funding did Lake Tahoe Dance Festival receive in funding last year? Brown shared she got \$2,250 through the Partnership Funding and a \$15,000 sponsorship. One member commented that Lake Tahoe Dance Festival is unique and different from other events we sponsor.
- One member shared the Adventure Van Expo brings a really good audience and most people stay in lodging.

7. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member.) Click [here](#) for reports.

- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

8. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report
- Lodging Referral Report

9. Committee member comments – Kimberly Brown gave an update on the Community Awards Events on June 1, 2023.

10. Adjournment at 3:54pm.



north lake tahoe

Chamber | CVB | Resort Association

**** Draft BACC Meeting Minutes from Oct 27, 2022 Meeting ****

PRELIMINARY MINUTES

Committee members that joined via zoom: Caroline Ross (Chair), Katie Biggers, Greg Long, Jim Phelan, Alyssa Reilly (joined at 1:17pm))

Staff and other in attendance: Kimberly Brown, Kirstin Guinn, Anna Atwood

1. Call to Order – The meeting was called to order at 1:05pm and a quorum was established at 1:17pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
Motion to approve today's agenda PHELAN/LONG/UNANIMOUS
4. Approval of Meeting Minutes from August 11, 2022
Motion to approve the meeting minutes from August 11, 2022 LONG/PHELAN/UNANIMOUS
5. Event Calendar Link
Kim Brown shared the event calendar link was discussed in the last meeting. She has revised it with events for the next six months. This is meant to be a great resource for event producers, and it's also a very helpful resource for our Visitors Information staff.

Comments:

- Biggers suggested copying over the events from last year so they can just edit it.
- Ross suggested having a tab with last years events. She recommended changing to 12 months and adding a "Future Event" tab as well.
- Long supported the comments about having a tab for last years event.
- Phelan questioned if there are concerns about accidentally erasing someone else's event. Biggers stated it was only shared with the BACC group and the bigger ski resorts and Kim would input all the partnership events. She also shared with google docs you can see edit history and go back to old versions.
- Ross shared you can add a "confirmation" in settings as an added step.

Action to Kim: Update the spreadsheet with new tabs and make sure everyone has access to edit.

6. NLT Gift Card Update

Guinn shared the NLTRA will be promoting the Gift Card for the Shop Local and holiday season. An email went out to all the merchants to try to get more merchants onboard. There is an estimated \$9,000 in purchased cards and \$3,600 in redeemed cards. She is trying to get some of the larger employers in the area to use this as a holiday gift to their employees.

Biggers stated the creative on the card was updated to “Shop Local Support Local” and that the email that was sent out used an older creative. Guinn will use the new creative going forward with any messaging.

Brown will be starting business outreach and is looking at how to best support local businesses. She asked if the different business association could let her know some of the key businesses they work with, as this would be helpful in the outreach efforts.

Biggers questioned if there has ever been any communication going out to TBID assets businesses that they are now automatic Chamber members. Guinn shared she is working with Placer County on getting an updated TBID list. Reilly did share that all her member businesses were notified that they were now automatically members. Ross suggested that Brown focuses on the “automatic chamber member” when she starts her business outreach.

7. Partnership/Sponsored Event Funding

Brown gave a brief update the Partnership Event Funding applications are due tomorrow. There will be a committee that will be reviewing those applications on November 15th. She also updated the committee on the larger pool of funds that can be utilized for both operations and marketing that will be opening up next week.

8. Business Survey

Brown shared she is going to do a Business Survey to better understand what they need in form of support. She is looking to create a stronger Chamber and would love for the business association to participate. Ross recommended that she shared her draft with them.

9. Committee Member Updates

- NLTRA Board Update – Phelan shared both the TBID Advisory & Zone 1 committees has been formed. The TOT committee also just had their first meeting and all these committees have had a chance to give input on the current grant process project that is underway. Phelan also shared the new renaming efforts, and the new name is North Tahoe Community Alliance. Phelan also shared the Sustainable efforts underway, are having an all-day meeting coming up soon.
- NLTRA Staff Update – If there are any agenda items the committee would like to discuss please reach out to Kim Brown. The next meeting is **Thursday, Dec 8th at 1pm**. There is also a community shred day coming up on Friday, November 18th at Plumas Bank from 9-12pm.
- Palisades Village Neighborhood Company: Ross shared they had a great summer with lots of events. They may adjust some of their events next year because of the smoke we saw this year. They are gearing up for winter and looking forward to the tree lighting ceremony the Friday after Thanksgiving and the resort opening.
- NTBA – Reilly shared they are currently planning Passport to Dining on November 10th. This event has not been held since 2019.

- TCDA – Biggers shared there is a new business going into the Mirada space called Pints and Pies. This restaurant will be opening in the next couple of weeks. There are scarecrows all over town and voting ends on Halloween so be sure to get your vote in. TCDA has their membership meeting on November 16th at Za's. She is meeting with someone from Vail to learn on how to do events more sustainable. She welcomed anyone to participate in the meeting. Tahoe City's Trick or Treat is happening from 4-6pm on Halloween. She shared the National restaurant in Tahoe City has a new Japanese menu and recommended everyone to support it. There is also a new tattoo shop opening in Boatworks soon. She also mentioned she has reached out to NLTRA regarding Bike Valet.
- Incline Village Visitors Bureau – Northern Lights Festival is happening again and starts right after Thanksgiving. It's a month-long festival with different events happening in the Incline and Crystal Bay. He shared the community college is now part of UNR and they are hosting an event there on December 3rd. They did just rebrand, and their new name is Travel North Tahoe Nevada, and they will be renaming the visitors center to a welcome center to be more inclusive. The Tahoe Film Festival is happening the second week of December.

10. Adjournment

The meeting adjourned at 2:02pm.



**NORTH TAHOE COMMUNITY ALLIANCE
CHAMBER ADVISORY COMMITTEE**

ESTABLISHMENT AND ORGANIZATIONAL PARAMETERS

A. ESTABLISHMENT OF COMMITTEE

The Board of Directors of the North Tahoe Community Alliance established its Chamber Advisory Committee on October 4, 2023, for the purposes of supporting the strategic direction of the North Lake Tahoe Chamber, the Roadmap work and collaboration with the Business Associations, and the recommendation to the NTCA board for the investment in community events. This committee will also recommend to the NTCA board the annual advocacy policies and positions.

B. ORGANIZATIONAL PARAMETERS

1. COMPOSITION: The Committee shall consist of thirteen (13) voting members and (2) non-voting members as follows:

- Seat 1 - Representing North Tahoe Business Association
- Seat 2 - Representing Tahoe City / West Shore Business Association
- Seat 3 - Representing Olympic Valley/ Squaw Valley Business Association
- Seat 4 - Representing Northstar Business Association
- Seat 5 - Representing Incline Village and Crystal Bay Community and Business Association
- Seat 6 - Representing a Restaurant Business
- Seat 7 - Representing a Retail Business
- Seat 8 - Representing a Ski Resort Business
- Seat 9 - Representing a Lodging Business
- Seat 10 - Representing a Professional Services Business
- Seat 11 - Representing the NTCA Board
- Seat 12 - Representing At-Large (small business)
- Seat 13 - Representing At-Large (large business)

Non-Voting
Seat 1 – Placer County

Seat 2 – Tahoe Prosperity Center

2. APPOINTING ORGANIZATIONS:

Appointing organizations or designated business categories must be incorporated to provide services in eastern Placer County or the district they represent.

- **At-large preference** for underrepresented individuals by business category or geographical diversity within Eastern Placer County.

3. QUALIFICATION OF MEMBERSHIP: Committee members must reside or hold a business license based in eastern Placer County to be eligible for appointment to the Chamber Advisory Committee. Members can be Board members, staff, or volunteers to the appointing organization or the designated business category.

4. TERM OF OFFICE: For the initial appointment and terms of the members of Seats 1, 2, 3, 4, 9 and 11 shall serve a two-year term commencing on October 4, 2023. Seats 5, 6, 7, 8, 10, 12, 13 will serve a three-year term commencing on October 4, 2023. Thereafter, terms shall be for two years, staggered as herein described.

5. REMOVAL FROM OFFICE: Members may be removed if they miss three (3) consecutive meetings.

6. COMMITTEE PURPOSE: May provide the strategic direction of the North Lake Tahoe Chamber, the Roadmap work and collaboration with the Business Associations, and the recommendation to the NTCA board for the investment in community events. This committee will also recommend to the NTCA board the annual advocacy policies and positions.

7. PROCEDURAL RULES: The Chamber Advisory Committee shall adopt rules, regulations, and procedures as are reasonable and appropriate for its activities. In the absence of procedures to the contrary, the Chamber Advisory Committee shall be governed by Robert's Rules of Order.

8. RECORDS: The Chamber Advisory Committee shall keep records of its actions.

9. COMPENSATION: All members of the Chamber Advisory Committee shall serve without compensation.

10. MEETING LOCATION: The Chamber Advisory Committee will rotate meeting locations to ensure broad community participation and engagement.