



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, December 14, 2017, 3:00pm**  
**Tahoe City Visitor 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:**

Eric Pilcher

**Committee Members:**

*Caroline Ross, Chair  
Squaw Valley Business Assoc.*

*Stephen Lamb  
PlumpJack Inn*

*JT Chevallier  
Tahoe City Downtown Assoc.*

*Lisa Nigon  
West Shore Café*

*Amy Kylberg  
Northstar California*

*Jessi Whalen  
Northstar*

*Joy Doyle  
North Tahoe Business Assoc.*

*Jody Poe  
North Tahoe Business Assoc.*

*Mike Young  
Incline Community Business Association*

*Misty Moga  
Incline Community Business Assoc.*

*County Representative  
JJ Jansen*

**Quorum**

*Majority including 1 NLTRA Board Director*

**Google Hang-out Link will be emailed 10 minutes prior to meeting. Click to join meeting remote.**

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 Business Association and Chamber Collaborative 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-**MOTION**
- D. Approval of the Meeting Minutes-**MOTION**
  - 1. Thursday, October 12, 2017
- E. BACC Budget & Calendar Overview – Natalie, Amber (5 Mins)

**Discussion & Strategy:**

- A. Shop Local Year Long | Shop Local Holiday Update & Discussion - Natalie (30 Mins)
- B. Touch Lake Tahoe Campaign Discussion & Update – Allegra, Amber (20 Mins)
  - a. Photo Contest Update (verbal)
  - b. Itineraries (print outs) & Web Page ([www.gotahoenorth.com/touchlaketahoe](http://www.gotahoenorth.com/touchlaketahoe))
  - c. Influencers: review of top 6 options (deck attachment)
  - d. Canvas Ads: presentation & review (verbal)
  - e. *Snow conditions discussion*

**Action Item:**

- C. Discuss & Possibly Approve Shopping Proposal– **MOTION** Allegra, Amber (20 Mins)
  - a. Videography Discussion (Amber)

**Other Items:**

- D. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- E. Adjournment