



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, February 9, 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:
Adam Wilson

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc

Rob Weston
West Shore Assoc.

Lisa Nigon
West Shore Café

Brad Perry
Incline Community Business Assoc.

Blane Johnson
Incline Community Business Assoc.

Amy Kylberg
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Ava Hinojosa
Incline Village/Crystal Bay Visitors Bureau

County Representative
Erin Casey

Quorum
Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To Call in: Dial (605) 475-3220

Enter Participant code: 547298#

- 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, December 8, 2016
 - 2. Thursday, January 12, 2017

Discussion & Strategy:

- E.** Touch the Lake Campaign Update – Connie, Amber (5 Mins)
- F.** Shop Local Results – Natalie (5 mins)
- G.** High Notes Discussion - Amber (5 mins)
 - 1. Schedules/ Agendas

Action Items:

- H. MOTION:** Visitor's Guide Advertising – Natalie, Amber (15 mins)
 - 1. Back Page & Touch the Lake Ads
- I. MOTION:** Presentation Assignments
- J.** Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- K.** Adjournment