



**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, March 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:**

Eric Pilcher

**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.*

*Amy Kylberg  
Northstar California*

*Joy Doyle  
North Tahoe Business Assoc.*

*Jody Poe  
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 (712) 770-4010  
Enter Participant code: 775665#  
Host Pin: 5463#

- 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, February 9, 2017

**Discussion & Strategy:**

- E.** Touch the Lake Campaign Update – Connie (5 Mins)
- F.** Discuss Reallocation of the Tahoe Sierra Century \$5000 Grant – Amber (15 mins)

**Action Items:**

- G. MOTION:** Discuss & Possibly Approve Revised Special Event Grant Program and Process –Amber (35 mins)
- H. MOTION –** Discuss & Possibly Approve Long Term Shop Local Campaign Website Decision – Natalie (10 mins)
- I. MOTION:** Grant Presentation
  - a. TCDA – Stacie Lyans (20 mins)
- J.** Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- K.** Adjournment