



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, April 11, 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

<p>Chamber of Commerce Advisory Committee Members</p> <p><u>NLTRA Board:</u> <i>Kaliopé Kopley Valli Murnane</i></p> <p><u>Committee Members:</u> <i>Caroline Ross, Chair Squaw Valley Business Assoc.</i></p> <p><i>Steve Hoch Tahoe City Downtown Assoc.</i></p> <p><i>Sherina Kreul Bank of the West</i></p> <p><i>Kay Williams West Shore Assoc.</i></p> <p><i>Mike Young Incline Community Business Assoc.</i></p> <p><i>Nadia Guerriero Village at Northstar Assoc.</i></p> <p><i>Joy Doyle North Tahoe Business Assoc.</i></p> <p><i>Michael Gelbman Sierra Sun</i></p> <p><i>Maja Thaler Sandbox Studio</i></p> <p><i>John Crus Green Envy</i></p> <p><i>Eli Covell Hacienda Del Lago</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>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)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (Motion)</p> <ul style="list-style-type: none"> • March 14, 2012 Meeting Minutes <p><i>Follow-up on action items from 3/14/12:</i></p> <ul style="list-style-type: none"> • Included in packet is the electronic version of the calendar • ADA seminar is on a CD that can be copied and given to chamber members upon request. <p>E. CEO Update – Sandy Evans Hall (10 minutes)</p> <p>F. Presentation on 431 Roundabout and Hwy 28 Traffic Controls for Summer 2012 – Jim Bauserman and Chris Barrett, Bauserman Group (15 minutes)</p> <p>G. Snowfest! 2012 Recap Presentation – Ruth Schnabel (15 minutes)</p> <p>H. Sidewalk Sale Flyer Approval and additional planning discussion (15 minutes) (Motion)</p> <p>I. Membership Program and Project Updates - Kym Fabel (5 minutes)</p> <ul style="list-style-type: none"> • Upcoming Membership Activities
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County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

J. Committee Member Reports/Updates from Community Partners
(5 minutes)

K. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-4/6/12



north lake tahoe

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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

MEMBERSHIP ADVISORY COMMITTEE MINUTES Wednesday, March 15, 2012 – 9 am

Tahoe City Public Utility District-Board Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Joy Doyle, Kay Williams, Mike Young, Kali Kopley, John Crus, and Layne Van Noy.

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Emily Sullivan-Detwiler, Judy Laverty-Capach, and Deanna Frumentti.

OTHERS IN ATTENDANCE: Pettit Gilwee, Karen Wilcuts, and Carol Hester.

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Membership Advisory Committee meeting was called to order at 9:14 am by Chair Caroline Ross and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 The committee introduced themselves and welcomed new committee member John Crus.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 The Membership Advisory Committee accepted the agenda by acclamation.

4.0 APPROVAL OF THE MEETING MINUTES

M/S/C (Doyle/Young) (7-0-0) to approve the Membership Advisory Committee minutes of February 8, 2012.

5.0 MEMBERSHIP PROGRAM AND PROJECT UPDATES- KYM FABEL

- 5.1 Kym updated the committee about the March 13, 2012 time management seminar. The Small Business Development Center and Plums Bank are offering the Chamber Members and Business Associations an educational business series. These classes begin on March 20, 2012.
- 5.2 The NLT Chamber/CVB/Resort Assn. has partnered with Senator Gaines, Citizens Against Frivolous Lawsuits, and Jennifer Montgomery to conduct an ADA Compliance class. The class will be recorded and the DVD will be available to check out from the Chamber of Commerce for free. The power point slides of the presentation will also be available for download on the Chamber website.

ACTION: Kym will look into putting the ADA seminar on YouTube.

6.0 RETAIL SALES COORDINATION

- 6.1 Sandy suggested there be a community wide sales day for local vendors to get rid of excess inventory at the end of the season. Mike Young and Joy Doyle mentioned the shop local program members had discussed previously using the program for a spring sale. Karen Wilcuts, from the Tahoe City Downtown Association (TCDA), mentioned that the TCDA already arranges a local Labor Day sidewalk sale. She suggested that all of the business associations work together to promote a larger, wider-ranging event.

Kali Kopley proposed that Memorial Day would be a good time to conduct the sidewalk sale. Sandy recapped the discussion and said that Memorial Day could be a "Spring-Fling Clean" event, the Labor Day would be a "Sidewalk Sale" event, and "Shop Local" would be from the fall to the end of the year. Kay Williams, Mike Young, and Caroline Ross volunteered to work with Sandy and the Membership Department to get the message out about these retail sales events.

Kym Fabel noted that there are many events in the area that generate an overflow of participants. She suggested that the business associations look into having a booth at some of these events. The committee expressed interest in expanding our exposure, dependent upon the type of event and area it is in.

ACTION: Sandy will coordinate the messaging and encourage participation of retail sales events.

7.0 DISCUSSION AND WORKSHOP: COMMUNITY WIDE CALENDAR OF EVENTS

- 7.1 Caroline Ross discussed the idea of creating a community wide calendar to stop overlapping and repeating efforts of local business associations.
- 7.2 Members from different business associations are contributing events to a community calendar put together by Kym Fabel. Associations were encouraged to continue to share calendars so there will be no conflicts or duplications.

ACTION: Emily will collect reoccurring event information for the creation of a long-range 3-year community calendar.

ACTION: Kym will send the committee members an electronic version of the community calendar.

8.0 AUTUMN FOOD & WINE / FABULOUS FALL / CULINARY THEME

- 8.1 Judy Laverty-Capach will be promoting the "Fabulous Fall Festival" that runs from Labor Day through Thanksgiving weekend. The business associations were asked to host culinary events and list them on the GoTahoeNorth.com website.
- 8.2 Judy mentioned the aim is to position Tahoe in the fall as a "culinary destination." These events would include wine maker dinners, tasting events, and other food events. There will be a request to each community to host activities to make the Fabulous Fall Festival basin-wide.

ACTION: Judy Laverty-Capach will get together with the heads of the business associations about Fabulous Fall Festival events.

ACTION: Judy Laverty-Capach will send the committee the list of signature events.

9.0 PROMOTION OPPORTUNITIES WITH NLTRA/CHAMBER –SANDY/KYM

- 9.1 The Official Visitors Guide encompasses the basin area and will be put together by Tahoe Quarterly. The plan is for the guide to be available June 1, 2012. The guide will be left in hotel rooms, lobbies, etc. The Official Visitors Guide does not replace the Vacation Planner; it is still distributed at trade shows and outside the area.

- 9.2 The NLT Chamber/CVB/Resort Assn. will be opening the new Tahoe City Visitors Center in the Porters building and it will open June 1, 2012. The Visitors Center will have a library lounge, retail items, and promote local businesses and locally made products.
- 9.3 The Chamber website will be moving to the Gotahoenorth.com website and will be using new software (WebLinx) that will offer many benefits to the Chamber members.
- 9.4 The NLT Chamber/CVB/Resort Assn. may be reaching out to our business community to offer cool deals around well attended events (i.e. Street Vibrations, Reno Rodeo, ect.) in an effort to attract more people to the North Lake Tahoe area.

10.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 10.1 Karen Wilcut announced that Homewood is organizing a ski day for the TCDA and the WSA members. The ski day will be on March 21, 2012 and there will be a mixer following at the North Lodge.

11.0 ADJOURNMENT

- 11.0 The Membership Advisory Committee meeting adjourned at 10:51 am.

Submitted By:
Deanna Frumentti
Executive Assistant
NLT Chamber/CVB/Resort Association

Music and Events Consolidated Calendar
May – October 2012

TCDA, WSA, SVBA, NTBA, Northstar, ICBA, NLTRA, Truckee, RENO

May 2012

May 17th - Tahoe City Farmer's Market
May 24th - Tahoe City Farmer's Market
May 26-28 Opening Day at The Lake
May 31st - Tahoe City Farmer's Market

June 2012

June 1-2nd - Reno-Tahoe Odyssey (178 mile run)
June 2nd - Crystal Bay, KB, TV & Carnelian Bay, Community Clean Up Day
June 3rd - Street Vibrations - Sparks
June 3rd - America's Most Beautiful Bike Ride
June 3rd - Tahoe City Clean Up Day
June 5th - Retro Skate Nights - 6-9 p.m.
June 7th - Tahoe City Farmer's Market
June 9&10 - Live Music Village Stage
June 12th - Retro Skate Nights - 6-9 p.m.
June 14th - Tahoe City Farmer's Market
June 14-23 - Reno Rodeo
June 15- 23 - Big Blue Adventure Sports Week
June 15th - Bike/Hike Park Opening Day
June 15th - Bridgetender Fireworks Fundraiser Street Dance time TBA
June 16,17 - Live Music Village Stage
June 17th - Concerts at Commons Beach
June 17th - Free Floating Fathers Day Concert Mumbo Gumbo on Tahoe Gal
5:30-7:30PM.
June 19th - Retro Skate Nights - 6-9 p.m.
June 20th - Truckee Concerts
June 21st - Tahoe City Farmer's Market
June 21- 24 Heart and Solstice Festival
June 21st - Mark Twain Tahoe Mystery Public Festivity 6:30-8:30 pm
Gatekeepers Museum
June 21st - Classic Car Stroll, downtown Tahoe City
June 21st - Truckee Thursdays
June 22nd - Northstar Concert Series
June 23rd - Tahoe City Wine Walk
June 23,24- Live Music Village Stage
June 23 - Western States 100 Race, 6:00am
June 23rd - Aaron Wilson Comedy Show 8pm Lakeside Pizza
June 24th - Concerts at Commons Beach "Opening Day" 2PM
June 24th - Concerts at Commons Beach

June 26th - Retro Skate Nights – 6-9 p.m.
June 26th – Mixer and Kick off to Tuesdays Bluesdays (5-7pm)
June 27th – Truckee Concerts
June 27th – Summer Movies on Common's Beach
June 28th – Tahoe City Farmer's Market
June 28st – Truckee Thursdays
June 30th - Squaw Valley Fine Arts and Crafts Festival (11-5pm)
June 30th – Northstar **Wine Walk**
June 30th - Kings Beach, Beth Weber Arts & Crafts Show

July 2012

July 1st - Kings Beach, Beth Weber Arts & Crafts Show
July 1st - Squaw Valley Fine Arts and Crafts Festival (2nd day) (11-5pm)
July 1st – Concerts at Commons Beach
July 2nd - Kings Beach, Beth Weber Arts & Crafts Show
July 3rd - Kings Beach, Beth Weber Arts & Crafts Show
July 3rd - Bluesdays at Squaw with Chris Cain, 6:00pm-8:30pm
July 3rd - Retro Skate Nights – 6-9 p.m.

July 3rd - Kings Beach, Fireworks Celebration & Deck Party
July 4th – Tahoe City Fireworks
July 4th – Northstar Independence Day – Kid's Bike Parade
July 5th - Free Outdoor Summer Movie ,Kung Fu Panda, 8:30pm-10:00pm
July 5th – Tahoe City Farmer's Market
July 5th – Truckee Thursdays
July 6th – Northstar **Concert Series**
July 6th - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
July 6th - Kings Beach, Music on the Beach, Blues Monsters (tentative)
July 7-8 - Live Music Village Stage
July 7-8 - Kings Beach, Fine Arts & Crafts on the Shore
July 7th - Squaw Valley Soaring Kites & Music Festival, 10:00am – 5:00pm
July 8th – Concerts at Commons Beach
July 10th - Retro Skate Nights – 6-9 p.m.
July 10th - Bluesdays at Squaw, 6:00pm-8:30pm
July 10th – Farm to Table Dinner
July 11th – Truckee Concerts
July 11th – Movie Night on Commons Beach
July 12th – Tahoe City Farmer's Market
July 12th – Truckee Thursdays
July 12th - Free Outdoor Summer Movie, Puss in Boots, 8:30pm-10:00pm
July 13th - Kings Beach, Music on the Beach
July 13th - Brewmaster Dinner
July 14th - Beerfest & Bluegrass Festival
July 14th - Jam From the Dam Standup Paddleboard Race (Tahoe Paddle)

July 14,15 - Live Music Village Stage
 July 14,15 - Squaw Valley Art, Wine & Music Festival, 11:00am-5:00pm
 July 15th – Concerts at Commons Beach
 July 15-16 – Gene Upshaw Golf Tourney
 July 17-22 – American Century Celebrity Golf Championship (booth?)
 July 17th – Burton Creek Run
 July 17th - Retro Skate Nights – 6-9 p.m.
 July 17th - Bluesdays at Squaw, 6:00pm-8:30pm
 July 18th – Truckee Concerts
 July 18th – Movie Night on Commons Beach
 July 19th – Tahoe City Farmer’s Market
 July 19th - Firewise Community Event
 July 19th – Truckee Thursdays
 July 19th - Squaw Valley Free Outdoor Summer Movie, Hugo, 8:30-10:00pm
 July 20th - Kings Beach, Music on the Beach
 July 20-22nd-Kings Beach, Beth Weber Arts & Crafts Show
 July 20-22nd - Lake Tahoe Trail 100k
 July 21,22 - Squaw Valley Wild West Weekend, 10:00am - 5:00p
 July 21-22 – Northstar – Leadville Qualifier
 July 21-22 - Live Music Village Stage
 July 22nd – Concerts at Commons Beach
 July 24th - Retro Skate Nights – 6-9 p.m.

 July 24th- Bluesdays at Squaw, 6:00pm-8:30pm
 July 25th – Truckee Concerts
 July 25th – Movie Night on Commons Beach
 July 26th – Tahoe City Farmer’s Market
 July 26th – Truckee Thursdays
 July 26th - Free Outdoor Summer Movie: The Muppets, 8:30-10:00pm
 July 26-29 Squaw Valley Wanderlust Festival, 7am – 2am
 July 27-29 – Tour de Nez (Booth?)
 July 27th - Kings Beach, Music on the Beach
 July 26-29 - Kings Beach, Beth Weber Arts & Crafts Show
 July 28th – Living History Day
 July 28th – Northstar Wine Walk
 July 28,29 - Live Music Village Stage
 July 29th – Concerts at Commons Beach
 July 30 – Aug 5 – Reno Tahoe Open (Booth?)
 July 31 - Bluesdays at Squaw, 6:00pm-8:30pm
 July 31st - Retro Skate Nights – 6-9 p.m.

August 2012

August 1st – Truckee Concerts
 August 1st – Movie Night on Commons Beach

August 2nd – Tahoe City Farmer’s market
 August 2nd– Truckee Thursdays
 August 2nd- Free Outdoor Summer Movie: The Adventures of Tintin, 8:30pm-10:00pm
 August 3rd - Kings Beach, Music on the Beach
 August 3-5 – Pro GRT, Northstar
 August 3rd - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
 August 4,5 - Live Music Village Stage
 August 4th - 32nd Annual Squaw Valley Mountain Run, 9:00am - 3:00pm
 August 5th – Concerts at Common’s Beach
 August 7 – 12 – Hot August Nights
 August 7th - Retro Skate Nights – 6-9 p.m.
 August 7th- Bluesdays at Squaw, 6:00pm-8:30pm
 August 8st – Truckee Concerts
 August 8th – Movie Night on Commons Beach
 August 9th – Tahoe City Farmer’s Market
 August 9nd– Truckee Thursdays
 August 9th Free Outdoor Summer Movie: Captain America: The First Avenger, 8:30pm-10:00pm
 August 10th - Kings Beach, Music on the Beach
 August 10-12 - Kings Beach, Beth Weber Arts & Crafts Show
 August 10-11 - Carnelian Bay, Concourse d’Elegance Wooden Boat Show
 August 11-12 - Kings Beach, Ta-hoe Nalu Paddleboard Festival
 August 11-12 - Live Music Village Stage
 August 11-12 - Squaw Valley Brews, Jazz & Funk Fest, 2:00pm-8:00pm
 August 12th – Concerts at Common’s Beach
 August 12th - Northstar Mountain Run
 August 14th - Retro Skate Nights – 6-9 p.m.
 August 14th -Bluesdays at Squaw, 6:00pm-8:30pm
 August 15th – Truckee Concerts
 August 15th – Movie Night on Commons Beach
 August 16th – Tahoe City farmer’s Market
 August 16th– Truckee Thursdays
 August 16th - Free Outdoor Summer Movie: Happy Feet Two, 8:30-10:00pm
 August 17th - Kings Beach, Music on the Beach, Zanzibar (tentative)
 August 17th - Northstar Concert Series
 August 17-19 - Kings Beach, Beth Weber Arts & Crafts Show
 August 17-19 Pacific Fine Arts Festival- Boatworks Mall
 August 18-19 - Live Music Village Stage
 August 18-19 – Lake Tahoe Triatholon
 August 19th – Concerts at Common’s Beach
 August 21st - Retro Skate Nights – 6-9 p.m.
 August 21st - Bluesdays at Squaw, 6:00pm-8:30pm
 August 22nd – Truckee Concerts

August 22nd – Movie Night on Commons Beach
August 23rd – Tahoe City Farmer's Market
August 23rd– Truckee Thursdays
August 23 - Free Outdoor Summer Movie: Transformers: Dark of the Moon,
8:30pm-10:00pm
August 24th - Kings Beach, Music on the Beach / North Tahoe Jazz Week
August 24-26 – Pacific Fine Arts Festival
August 25th – Northstar Wine Walk
August 25,26 - Live Music Village Stage
August 25-26 - Squaw Valley Peaks & Paws, 2:00pm-8:00pm
August 26th – Concerts at Commons Beach
August 26th – Big Blue Trail Run
August 28th - Retro Skate Nights – 6-9 p.m

August 28th - Bluesdays at Squaw, 6:00pm-8:30pm
August 29th – Truckee Concerts
August 29th – Movie Night on Commons Beach
August 30th – Tahoe City Farmers Market
August 30th - Free Outdoor Summer Movie: Ferris Bueller's Day Off, 8:30-
10:00pm
August 20 – 30 – Jazz at Ehrman Mansion
August 30 – Sept 3 - Chalk Tahoe
August 31st - Kings Beach, Music on the Beach

September 2012

September 1-3 - Kings Beach, Beth Weber Arts & Crafts Show
September 1-3 – Labor Day Weekend – Town Wide Sidewalk Sale
September 2nd – Squaw Valley, 24th Annual Alpen Wine Fest, 2:00pm-5:00pm
September 2nd – Concerts at Commons Beach
September 6th – Farmer's Market
September 6-9th – Lake Tahoe Flow Arts, Kings Beach
September 7th - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
September 8th - ECHO Day
September 7-9th – Autumn Food & Wine
September 10-16 – Plein Air Festival
September 13th – Tahoe City Farmer's Market
September 14th - Guitar Strings vs Chicken Wings, 5:00pm to 10:00pm
September 15th – Big Blue Adventure Race
September 15th – Royal Gorge Round Up
September 16th - Fall Classic Standup Paddleboard Race (Tahoe Paddle)
September 20th – Tahoe City Farmer's Market
September 21 – 23 Squaw Valley Fat Tire Festival, Biking Event
September 22nd - Squaw Valley Tahoe Sierra Century, All Day, Biking Event
September 23rd – Emerald Bay Trail Run

September 22-23^h – Tough Mudder
September 27th – Tahoe City Farmer's Market
September 28-30th - Tara Llanes Classic (Northstar DH Mountain Bike Race)
September 29th -Squaw Valley Oktoberfest, 2:00pm-6:00pm

October 2012

October 1-31 – Scarecrows on Parade
October 4th – Tahoe City Farmer's Market
October 4th -Kings Beach, Passport to Dining, food and wine event
October 6th – Tahoe City Oktoberfest
October 6th – Truckee Wine Walk
October 6-20 – 8th Annual Tahoe City Harvest Festival
October 7th - Bike/Hike Park Closing Day
October 7-14 – Restaurant Week
October 11th – Tahoe City Farmer's Market
October 13-14th - Tahoe Vista, Disk Golf Tournament
October 18th – Tahoe City Farmer's Market
October 31st – Trick or Treat Tahoe City

November 2012

November 16th – Elegant Affair
November 23rd – January 1 Shop Local Program

***Note:** Movie Night on Commons Beach Wednesdays July and August still being confirmed.



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NORTHEASTERN CALIFORNIA
SBDC
SMALL BUSINESS DEVELOPMENT CENTER
GREATER SACRAMENTO / SIERRA



PLUMAS BANK FDIC
"Local people serving local needs"

NORTH TAHOE BUSINESS SERIES WORKSHOPS

Presenting four Business Plan workshops to assist existing and emerging business owners

These business workshops are concise, current, 3-hour interactive sessions.

Brief overview of each workshop

March 20, 2012, 9:00 am-12:00 pm
"Business Plan Guidelines"

- Why write a Business Plan
- Business Plan Usage
- Format, layouts and styles

April 10, 2012, 9:00 am-12:00 pm
"Marketing Research"

- Overview of "4-P's of Marketing
- Demographic & Psychographic Data
- Industry Trends

April 24, 2012, 9:00 am-12:00 pm
"Financial Projections"

- Determine your start-up or expansion costs
- Building your financial projects
- Cash flow analysis

May 8, 2012, 9:00 am-12:00 pm
"Business Plan Components"

- How is the Business Plan coming together?
- Discuss legal structure
- Discuss business operations and Management

LOCATION:

Tahoe City Public Utility District Board Room
221 Fairway Drive ,Tahoe City, CA 96145

REGISTRATION

FEES:

North Lake Tahoe Chamber of Commerce Members:	No Charge
Business Association Members:	\$25 per class
General Public:	\$50 per class

Part of the fee includes a Business Plan template and spreadsheet. Participants qualify for one on one consulting with a Northeastern CA Small Business Development Center consultant.

You're invited!



Dat So La Lee's Going Away Party and NLT Chamber Mixer

The Dat So La Lee basket collection moves to the Autry Museum in Los Angeles in April 2012. Part(y)ing is such sweet sorrow . . . Please join us April 19th—7 years to the day after these remarkable baskets first came to the Gatekeeper's Museum—for a last look at Dat So La Lee's amazing artistry, including two impossibly tiny baskets viewed through a magnifying glass!



P.O. Box 6141 • Tahoe City, CA 96145

Thursday, April 19th

5-7 PM at the Gatekeeper's Museum



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For more information contact Gatekeeper's Museum: 530.583.1762 / info@northtaohomuseums.org

—or—

North Lake Tahoe Chamber of Commerce 530.583.1.6900 / kym@puretahoenorth.com

Senator Ted Gaines & Supervisor Jennifer Montgomery
along with the Truckee-Donner and North Lake Tahoe
Chambers of Commerce invite you to join them for an...

ADA Compliance Workshop

The purpose of this workshop is to educate businesses
about state and federal ADA laws and present guidelines
to avoid lawsuits for non-compliance.

WHEN: Monday, April 30, 2012
6:00 – 8:00 p.m.

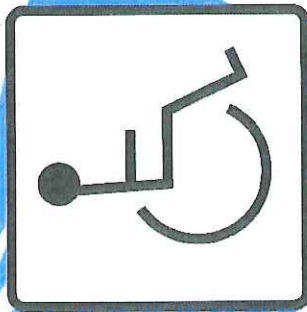
WHERE: Truckee Donner Public Utility District
(Board Chambers)
11570 Donner Pass Road
Truckee, CA 96161

Panelists:

David Peters
CEO and General Counsel,
Lawyers Against Lawsuit Abuse, APC

Julie Griffiths
California Citizens Against Lawsuit Abuse

For more information, call (916) 783-8232



ORANGE TODAY



BLUE TOMORROW

CONTACT: Betsy McDonald
775-784-9400 x 119
pr@bausermangroup.com

FACT SHEET: STATE ROUTE 431 / STATE ROUTE 28 ROUNDBOUT AND EROSION CONTROL PROJECTS

WHAT

The Nevada Department of Transportation (NDOT) commences work on April 1 on a three-part project near Incline Village, Nev. that includes construction of a roundabout at the intersection of Mount Rose Highway (SR431) and state Route 28 (SR28), as well as erosion control and water clarity improvements from the same intersection northwest to Crystal Bay and from the summit of Mount Rose to the intersection at SR28. The work is scheduled to be complete by the end of 2013, rather than 2016 as originally planned, thanks to a modified, 24-hour work schedule by Q&D Construction for portions of the project.

In addition to the increased work schedule, the erosion control and roundabout projects are estimated to bring 125 jobs to workers in Washoe County including employees of Q&D Construction, NDOT, project consultants and subcontractors. Funding for the project comes from a combination of state and federal funds including the Tahoe Bond Act and the Highway Safety Improvement Program. Topping off the project is a piece of local artwork, set to be featured in the center of the roundabout at SR431/28.

WHY

The erosion control work being performed on state Routes 431 and 28 is designed to capture storm water runoff and filter out sediment before it reaches Lake Tahoe, improving the Lake's water clarity and quality. The program is part of the Lake Tahoe Clarity Challenge, which is a call by local, state and federal agencies to reverse the clarity decline at Lake Tahoe and increase it to nearly 80 feet by 2025. The new filtration and catch basin system has the capacity to capture up to 400 tons of sediment annually. Currently, no sediment is being deterred from entering Lake Tahoe.

While the installation of a roundabout at the intersection of SR431 and SR28 is aimed at improving safety for all those on the road, it also hopes to ease congestion at the intersection during peak traffic periods in the summer and winter months.

WHO

Sparks, Nevada-based Q&D Construction is completing the roundabout and erosion control work on behalf of the NDOT. Q&D Construction specializes in commercial building, general engineering, custom mill working and public infrastructure projects. Founded in Sparks, Nev. in 1964, Q&D is a 12-time winner of the "Top General Contractor" award by the Nevada Chapter of the Associated General Contractors. High profile projects include the Truckee Meadows Water Authority Glendale Water Supply Improvement Project, Autumn Village Apartments and the Assumption Church in Truckee, Calif.

The projects' new filtration and catch basin system features Jellyfish® Filters designed by Imbrium Systems, a storm water treatment company that designs, develops, manufactures and sells storm water treatment solutions across the United States and Canada.

- more -

The Jellyfish Filter is the most innovative membrane storm water filtration system available today. A compact storm water filter that treats more than five times the flow of conventional systems, its footprint is one-third that of a typical filtration system with only one-fifth of the weight. Jellyfish Filter systems have been successfully installed across North America, including Alberta, California, Colorado, Massachusetts, Montana, New Jersey, New York, Ontario, Oregon, Washington and Virginia.

The roundabout at the intersection of SR431/28 was designed and engineered by the NDOT.

SCHEDULE Work on the roundabout at the intersection of SR431/28 and erosion control begins April 1, 2012 and is scheduled to be complete by the end of 2013, three years ahead of the originally-planned, five-year schedule.

WHERE & WHEN

PROJECT	April-June 2012	July-Aug. 2012	Sept.-Oct. 2012
SR431 Erosion Control	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with no daytime lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.
SR431/SR28 Roundabout	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with no daytime lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.
SR28 Erosion Control	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with no daytime lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.

PROJECT	April-June 2013	July-Aug. 2013	Sept.-Oct. 2013
SR431 Erosion Control	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with no daytime lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.
SR431/SR28 Roundabout	PROJECT COMPLETE	PROJECT COMPLETE	PROJECT COMPLETE
SR28 Erosion Control	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with no daytime lane restrictions. No work or lane restrictions on weekends or holidays.	24-hour work Sun. night through Fri. with rolling 24-hour lane restrictions. No work or lane restrictions on weekends or holidays.

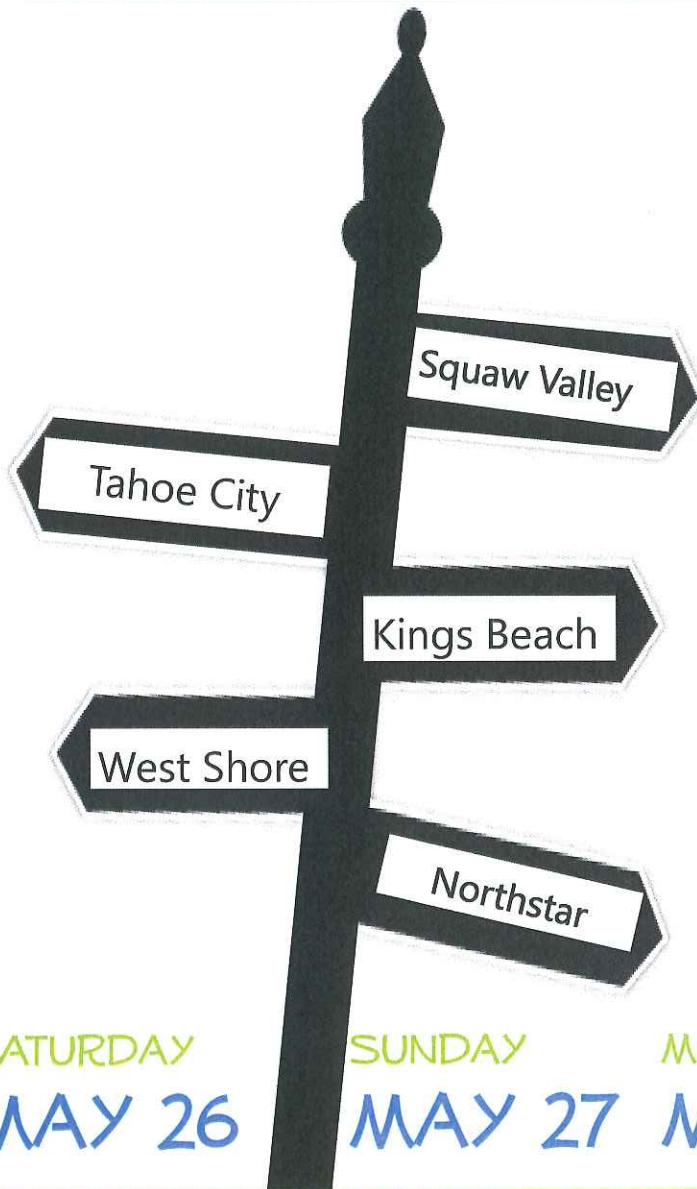
MORE INFORMATION

Residents and visitors may better understand the roadwork schedule and obtain answers to questions on the roundabout and erosion control projects on SR431 and SR28 by visiting www.RoadtoBlue.com, e-mailing info@roadtoblue.com or calling 888-624-2237.

###

ATTENTION BUSINESS OWNERS

BE A PART OF THE REGION—WIDE MEMORIAL DAY SIDEWALK SALE MAY 26, 27 AND 28



The North Lake Tahoe Chamber / CVB/ Resort Association and your local business associations are encouraging you to take your SALES TO THE STREETS over Memorial Day Weekend.

ROLL OUT your deals and steals that visitors and locals just can't pass up.!



SATURDAY
MAY 26

SUNDAY
MAY 27

MONDAY
MAY 28

FOR MORE INFORMATION:

Squaw Valley Contact Caroline Ross, SVBA cross@squawvnc.com
Tahoe City Contact Steve Hoch, TCDA, shoch58@gmail.com
Kings Beach Contact Joy Doyle, NTBA joy@northtahoebusiness.org
West Shore Contact Kay Williams, WSA, kaywilliams@granlibakken.com





north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

April

- 10** ChamberEducation Seminar: Business Series
Marketing Research 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 19** Mixer hosted by Gatekeepers Museum
5 – 7pm
- 24** ChamberEducation Seminar: Business Series
Financial Projections 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 30** ChamberEducation Seminar: Disabled Access
6-8pm, TDPUD Board Room

May

- 3** Mixer hosted by US Bank, Tahoe City
5 – 7pm
- 8** ChamberEducation Seminar: Business Series
Business Plan Components 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 23** ChamberEducation Seminar: Service IS Sales
Workshop on phone etiquette, upselling, extending stays, customer service

NEW THE OFFICIAL North Lake Tahoe Visitors' Guide

Co-Published by North Lake Tahoe Chamber/CVB/Resort Association
and *Tahoe Quarterly* magazine

The proven quality of *Tahoe Traveler* and *Tahoe Quarterly* combined with the reach and resources of the NLTRA.

Preferred rates for Chamber/NLTRA and Business Association members.

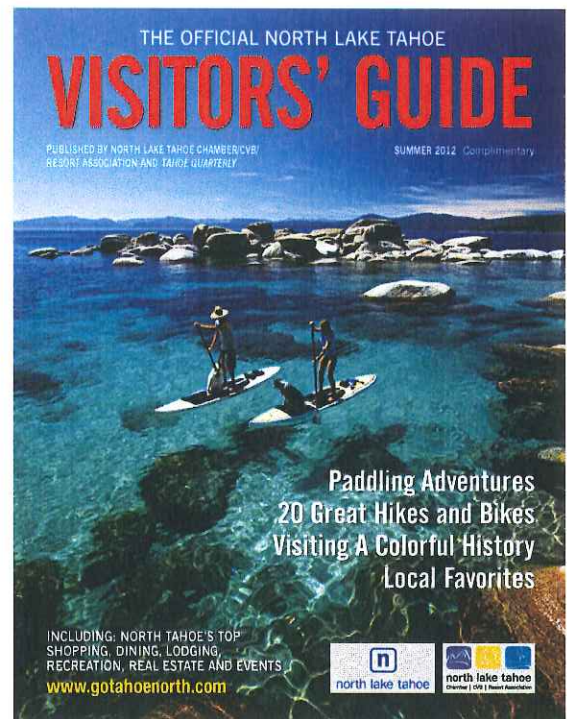
50,000 COPIES

Print

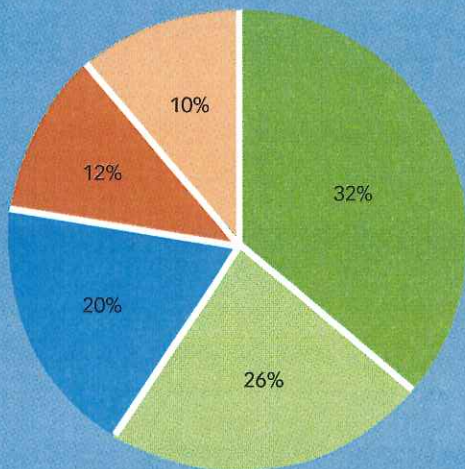
- Prominent display in all NLTRA Visitor Centers
- Most extensive in-room distribution in N. Tahoe/Truckee
- Indoor and outdoor rack locations of *Tahoe Traveler* (which this official guide replaces)
- High Traffic locations at Reno/Tahoe airport

Digital

- Prominent link on NLTRA website
- Email and social media campaign



WINTER & SUMMER EDITIONS



Support the Inaugural Issue!

- 32% Free Racks—North Tahoe
- 26% Hotels/Rentals—North Tahoe
- 20% Reno Airport
- 12% Other Reno Hotels/Racks
- 10% Visitor Centers—North Tahoe/Auburn

advertising rates

SINGLE-ISSUE RATES

	Non-Members	Business Assoc.	Chamber
Full page	\$1775	\$1695	\$1600
1/2 page	\$1095	\$985	\$875
1/4 page	\$655	\$575	\$545
1/8 page	\$435	\$355	\$325

TWO-ISSUE / PRE-PAYMENT RATES

	Non-Members	Business Assoc.	Chamber
Full page	\$1625	\$1540	\$1460
1/2 page	\$995	\$895	\$795
1/4 page	\$595	\$525	\$495
1/8 page	\$395	\$325	\$295

(only \$49/month!)

North Lake Tahoe Guide advertisers also receive discounted Tahoe Quarterly rates.

specs

ADS MUST BE SUPPLIED ACCORDING THE SPECIFICATIONS BELOW

SIZE	WIDTH	DEPTH
1/8	3.354 inches	2.228 inches
1/4	3.354 inches	4.604 inches
1/2	6.875 inches	4.604 inches
Full page TRIM SIZE	8.375 inches	10.875 inches
Full page BLEED	8.625 inches	11.125 inches

- Submissions can be sent digitally via email or our FTP site (information at right).
- Ads must be submitted as print-ready pdfs or source docs from InDesign CS, Photoshop CS, Illustrator CS
- All ads are 4-color and images must be CMYK and at least 300 DPI resolution to ensure print accuracy.
- WE DO NOT ACCEPT: Ads built in Quark, Pagemaker, Freehand, Microsoft Word or IBM-formatted files.
- THE ACCURACY OF ALL ADS SUPPLIED ON DISK ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

deadlines

SUMMER 2012

Ad Space: April 27
Ad Material: May 4
In Distribution: June–October

WINTER 2012/2013

Ad Space: September 28
Ad Material: October 5
In Distribution: November–May

to reserve space

Call Chaco at (530) 582-9800 x14
or chaco@tahoequarterly.com

MAIL YOUR AD TO:

12313 Soaring Way, Suite 1D
Truckee, CA 96161

E-MAIL YOUR AD TO:

ads@tahoequarterly.com

FTP INSTRUCTIONS:

Host: [ftp.sierrainsider.com](ftp://ftp.sierrainsider.com)
User Id: tqftp@tahoequarterly.com
Password: t@h03qftp

Please call (530) 582-9800 if you have any questions about ad submission.

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Contact Name: _____ Phone: _____

Ad Size: _____ Rate: _____ Frequency: (10% discount for both)

VISA AMEX MC Check Enclosed Bill Me

Summer 2012
Winter 2012/2013

Card Number: _____ Expiration: _____

Billing Address: _____

Signature: _____ Date: _____

Please fax to (530) 466-2420 or mail to 12313 Soaring Way, Suite 1D, Truckee, CA 96161