

**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.”

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**Committee Members:**

**Chair: Caroline Ross**, Squaw Valley Business Association

**Stephen Lamb**, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association

**Jessie Whalen**, Northstar | **Joy Doyle**, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association

**Mike Young**, Incline Community Business Association | **Misty Moga**, Incline Community Business Association | **Kay Williams**, West Shore Association

Placer County Representative: **JJ Jansen**

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**AGENDA**

TO CALL IN: 1-712-451-0011, access code: 871234

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 - **MOTION**
4. Approval of Meeting Minutes from Thursday, March 8, 2018 – **MOTION** **Page 1**
5. Introduction of Liz Bowling, Director of Membership & Communications – Amber Burke, Liz Bowling (5 min)
6. BACC Budget & Calendar Overview – Amber Burke (5 min) **Page 5**

**Action/Motion Items:**

- A. 17.18 Community Marketing Grant Presentation – West Shore Association, Kay Williams (20 min) **Page 12**
- B. 2018 Peak Your Adventure Marketing Plan Discussion – Amber Burke, Allegra Demerjian (20 min) **Page 17**
- C. Tahoe.com Presentation, Music Campaign – Jody Poe (15 min) **Page 21**
- D. 2018 Music Campaign (High Notes) Marketing Plan Discussion – Amber Burke, Allegra Demerjian (20 min) **Page 32**

**Discussion & Strategy:**

7. Partnership Funding Update – Amber Burke (15 min) **Page 35**

8. Touch Lake Tahoe Campaign Recap, Allegra Demerjian (15 min) [Page 37](#)

9. Year-Round Shopping Update, Allegra Demerjian (10 min) [Page 50](#)

**Other Items:**

10. Committee Member Reports/Updates from Community Partners (1-2 minutes each)

11. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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