



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, June 2nd, 2016 – 3:00pm

Tahoe City Visitor Information 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*

*Jaclyn Woznicki  
Trunk Show*

*Rob Weston  
West Shore Assoc.*

*Lisa Nigon  
West Shore Café*

*Brad Perry  
Incline Community Business  
Assoc.*

*Blane Johnson  
Sun Bear Realty*

*Amber Burke  
Northstar California*

*Cody Hanson  
Northstar California*

*Joy Doyle  
North Tahoe Business Assoc.*

*Ginger Karl  
NLTRA*

##### County Representatives

*Christopher Perry  
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
  - Thursday, May 12th, 2016
- E. BACC Discussion-North Lake Tahoe Chamber and Community Function (30 Minutes)
  - 5 Core Competencies/Healthy High-Functioning Chamber
  - NLT Regional Benefits vs. Specific Neighborhoods/Utilizing Resources
  - Chamber Buy-In from Larger Community Partners
  - Alternative Revenue Sources
- F. Peak Your Adventure (10 Mins)
- G. High Notes Finalize (10 Mins)
- H. Shopping Campaign Update (10 Mins)
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment