



**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, July 13, 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*

*Rob Weston*  
*West Shore Assoc.*

*Lisa Nigon*  
*West Shore Café*

*Amy Kylberg*  
*Northstar California*

*Joy Doyle*  
*North Tahoe Business Assoc.*

*Jody Poe*  
*North Tahoe Business Assoc.*

*Ava Hinojosa*  
*Incline Village/Crystal Bay*  
*Visitors Bureau*

*Jessi Whalen*  
*Northstar*

*Mike Young*  
*Incline Community Business*  
*Association*

*Misty Moga*  
*Incline Community Business*  
*Assoc.*

County Representative  
*Erin Casey*

**Quorum**  
*Majority including 1 NLTRA*  
*Board Director*

**To Call in: Dial (712) 770-4010**  
**Enter Participant code: 775665#**  
**Host Pin: 5463#**

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED:

- 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, June 8, 2017

**Discussion & Strategy:**

- A. BACC Budget Overview– Amber (5 Mins)
- B. BACC Annual Calendar – Amber, Natalie (5 Mins)
- C. Peak Your Adventure Update - Kelly (10 Mins)
- D. High Notes Campaign Update – Kelly (10 Mins)
- E. Shopping Update – Kelly, Amber (10 Mins)
- F. Shop Local Website Update – Natalie (5 Mins)
- G. Touch the Lake Review and 2017/18 Strategy – Kelly, Amber (20 Mins)
- H. Partner Informational Meetings– Amber (10 mins)

**Other Items:**

- A. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- B. Adjournment