



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE  
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

**Thursday, August 10, 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*

*JT Chevallier  
Tahoe City Downtown Assoc.*

*Lisa Nigon  
West Shore Café*

*Amy Kylberg  
Northstar California*

*Jessi Whalen  
Northstar*

*Joy Doyle  
North Tahoe Business Assoc.*

*Jody Poe  
North Tahoe Business Assoc.*

*Ava Hinojosa  
Incline Village/Crystal Bay  
Visitors Bureau*

*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, July 13, 2017

**Discussion & Strategy:**

- A.** BACC Budget & Calendar Overview– Amber, Natalie (5 Mins)
- B.** Peak Your Adventure Update - Kelly (10 Mins)
- C.** High Notes Campaign Update – Kelly (10 Mins)
- D.** Shopping Update & Map Discussion – Kelly, Amber (20 Mins)
- E.** Shop Local Website Update – Natalie (10 Mins)
- F.** Shop Local Holiday Plan Discussion – Natalie (20 Mins)
- G.** Touch the Lake Plan Discussion – Natalie, Amber (15 Mins)

**Action Items:**

- A.** BACC Strategic Planning & Program Overview Meeting Discussion and Schedule– Natalie (10 Mins)

**Other Items:**

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