



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, April 14th, 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 Representative

Christopher Perry

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)**
 - March 10th, 2016 (pg. 1)
- E. 2016/2017 BACC Programs Grant Request Funding Discussion (5 Mins)
 - Marketing Committee Approval
 - RFP-Will need Sub-Committee
 - Ginger will begin giving a BACC report in Staff Reports to Marketing Committee each month
- F. Touch the Lake Update & Final Numbers to Committee Next Month (5 Mins)
- G. Peak Your Adventure Discussion (10 Mins) (pg. 6)
- H. High Notes Discussion (15 Mins) (pg. 9)
- I. Shopping Campaign (10 Mins)
- J. Marketing Grant Presentation-West Shore Association (10 Mins) (pg. 13)
- K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- L. Adjournment