



north lake tahoe

Chamber | CVB | Resort Association

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

**Thursday, February 11th, 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
 - January 14th, 2016 (pg. 1)
- E. Touch the Lake Update with The Abbi Agency - 5 Mins (pg. 4)
- F. Peak Your Adventure Initial Discussion with The Abbi Agency -15 Mins
- G. BACC/Marketing Committee Calendar w BACC Year Round Calendar - 5 Mins (pg. 6)
 - High Notes tabled until March 10th BACC Meeting
- H. 2016/2017 BACC Programs Grant Request Funding Initial Discussion - 10 Mins
 - Due & Finalized to Marketing Committee in packet Friday, March 25th at 10am
- I. Shopping Discussion-16/17 Campaign - 20 Mins
- J. “Shopping” Product Discussion - 15 Mins
- K. Shop Local Holiday Contest Re-Cap - 5 Mins
- L. Marketing Grant Presentation-Tahoe City Downtown Association - 10 Mins (pg. 8)
- M. Committee Member Reports/Updates from Community Partners - 10 Mins (2 Minutes each)
- N. Adjournment