



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, March 14, 2012 – 9am

Tahoe City Public Utility District, Board Room

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

<p style="text-align: center;">Chamber of Commerce Advisory Committee Members</p> <p><u>NLTRA Board:</u> <i>Kaliopé Kopley Valli Murnane</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair Squaw Valley Business Association</i></p> <p><i>Steve Hoch Tahoe City Downtown Association</i></p> <p><i>Sherina Kreul Bank of the West</i></p> <p><i>Kay Williams West Shore Association</i></p> <p><i>Mike Young Incline Community Business Association</i></p> <p><i>Nadia Guerriero Village at Northstar Association</i></p> <p><i>Joy Doyle North Tahoe Business Association</i></p> <p><i>Michael Gelbman Sierra Sun</i></p> <p><i>Maja Thaler Sandbox Studio</i></p> <p><i>John Crus Green Envy</i></p>	<p style="text-align: center;">ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Membership Advisory Committee 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. <i>(3 minutes)</i></p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (Motion)</p> <ul style="list-style-type: none"> • February 8, 2012 Meeting Minutes <p>E. Membership Program and Project Updates - Kym Fabel <i>(5 minutes)</i></p> <ul style="list-style-type: none"> • Upcoming Membership Activities <p>F. Retail Sales Coordination <i>(20 minutes)</i></p> <ul style="list-style-type: none"> • End of winter sales • Small Business Saturdays <p>G. Discussion and Workshop: Community Wide Calendar of Events <i>(45 minutes)</i></p> <ul style="list-style-type: none"> • Opportunities & Overlaps • Motivators / Satisfiers <p>H. Autumn Food & Wine / Fabulous Fall / Culinary Theme <i>(15 minutes)</i></p> <ul style="list-style-type: none"> • Opportunities & Marketing
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County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

I Promotion Opportunities with NLTRA/Chamber– Sandy/Kym (15 minutes)

- Visitors Guide
- Visitor Information Center / coupons
- Weblink
- Cool – Deals / Event Packages / CenRes

J. Committee Member Reports/Updates from Community Partners (5 minutes)

K. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-3/9/2012