



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, March 10th, 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
  - February 11th, 2016 (pg. 1)
- E. Economic Development Drivers/Committee Direction Discussion (15 Mins)
- F. 2016/2017 BACC Programs Grant Request Funding Discussion (10 Mins)  
-Due & Finalized to Marketing Committee in packet Friday, March 25th at 10am
- G. Touch the Lake Update with The Abbi Agency (5 Mins) (pg. 5)
- H. Peak Your Adventure Discussion with The Abbi Agency (10 Mins)
- I. Shopping Discussion-16/17 Campaign & Shop Local Sub-Committee Input (10 Mins)
- J. “Shopping” Product Discussion & Budget (15 Mins)
- K. Marketing Grant Presentation-Northstar (10 Mins) (pg. 6)
- L. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- M. Adjournment