



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, May 12th, 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

- 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**
 - Thursday April 14th, 2016 (pg. 1)
- E. BACC Discussion-North Lake Tahoe Chamber and Community Function (30 Minutes)
 - 5 Core Competencies (pg. 5)
 - NLT Regional Benefits vs. Specific Neighborhoods/Utilizing Resources (pg. 6)
 - Chamber Buy-In from Larger Community Partners
 - Alternative Revenue Sources
- F. RFP Timeline for BACC Programs Discussion (5 Mins)
- G. Touch the Lake Final Re-Cap (5 Mins) (pg. 12)
- H. Peak Your Adventure Finalize (20 Mins) (pg. 23)
- I. High Notes Finalize (15 Mins) (pg. 32)
 - Marquee Event Posters signed by bands for Auction Items
 - Each Venue has all bands sign a seasonal poster for Auction Item
- J. Shopping Campaign Update-May 20th Video to Review for Shop Local (5 Mins)
- K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- L. Adjournment