



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Wednesday, November 13, 2013 – 9:00am  
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*

<p><b>Business Association and Chamber Collaborative Members</b></p> <p><b><u>NLTRA Board:</u></b></p> <p><b><i>Kaliopé Kopley</i></b> <b><i>Eric Brandt</i></b></p> <p><b><u>Committee Members:</u></b></p> <p><b><i>Caroline Ross, Chair</i></b> <i>Squaw Valley Business Assoc.</i></p> <p><b><i>Steve Hoch</i></b> <i>Tahoe City Downtown Assoc.</i></p> <p><b><i>Kay Williams</i></b> <i>West Shore Assoc.</i></p> <p><b><i>Mike Young</i></b> <i>Incline Community Business Assoc.</i></p> <p><b><i>Amber Whitman/Jessica Whalen</i></b> <i>Village at Northstar Assoc.</i></p> <p><b><i>Joy Doyle</i></b> <i>North Tahoe Business Assoc.</i></p> <p><b><i>Michael Gelbman</i></b> <i>Sierra Sun</i></p> <p><b><i>Ginger Karl</i></b> <i>North Lake Tahoe Chamber/CVB/Resort Association</i></p> <p><b><u>County Representative</u></b> <b><i>Dave Snyder</i></b></p> <p><b><u>Quorum</u></b> <i>3 members including 1 NLTRA Board Director</i></p>	<p>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. (3 minutes)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (<b>Motion</b>)</p> <ul style="list-style-type: none"> <li>• September 11, 2013 Meeting Minutes</li> </ul> <p>E. CEO Update – Sandy Evans Hall (20 minutes)</p> <ul style="list-style-type: none"> <li>• Ginger Karl</li> <li>• BACC Proposed Changes</li> </ul> <p>F. Meeting Schedule Date &amp; Time, Time Limit – Draft Function Calendar</p> <p>G. BACC Structure – change in Bylaws, recruitment, timing (15 minutes)</p> <p>H. 2013 Winter Marketing Plan – Andy Chapman (20 minutes)</p> <p>I. \$30,000 Lakeshore Funding – Criteria and Metrics (20 minutes)</p> <p>J. West Shore Marketing Grant Presentation</p> <p>K. Shop Local - Joy Doyle &amp; Team (15 minutes)</p> <p>J. Committee Member Reports/Updates from Community Partners (10 minutes)</p> <p>K. Adjournment</p>
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