



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, November 12th, 2015 – 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

<p>Business Association and Chamber Collaborative Members</p> <p><u>NLTRA Board:</u> <i>Kaliopé Kopley</i> <i>Adam Wilson</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair</i> <i>Squaw Valley Business Assoc.</i></p> <p><i>Stephen Lamb</i> <i>PlumpJack Inn</i></p> <p><i>Stacie Lyans</i> <i>Tahoe City Downtown Assoc</i></p> <p><i>Jaclyn Woznicki</i> <i>Trunk Show</i></p> <p><i>Rob Weston</i> <i>West Shore Assoc.</i></p> <p><i>Lisa Nigon</i> <i>West Shore Café</i></p> <p><i>Brad Perry</i> <i>Incline Community Business Assoc.</i></p> <p><i>Blane Johnson</i> <i>Sun Bear Realty</i></p> <p><i>Amber Burke</i> <i>Northstar California</i></p> <p><i>Danny Cox</i> <i>Northstar California</i></p> <p><i>Joy Doyle</i> <i>North Tahoe Business Assoc.</i></p> <p><i>Ginger Karl</i> <i>NLTRA</i></p> <p><u>County Representative</u> <i>Christopher Perry</i></p> <p><u>Quorum</u> <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 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)</p> <p>C. Agenda Amendments and Approval-MOTION</p> <p>D. Approval of the Meeting Minutes-MOTION</p> <ul style="list-style-type: none"> October 1st, 2015 (pg. 1) <p>E. BACC/Marketing Committee Discussion w BACC Year Round Calendar (pg. 4)</p> <p>F. Touch the Lake Update & Discussion (pg. 6)</p> <p>G. Peak Your Adventures Re-Cap-Report Only (pg. 12)</p> <p>H. High Notes Re-Cap-Report Only (pg. 30)</p> <p>I. Special Event Grants Update</p> <p>J. Shop Local Holiday Contest (pg. 37)</p> <ul style="list-style-type: none"> -Checklist Update -Marketing Plan -Requirements from Partners -Packets given out to partners for businesses-Nov. 17th -Hospitality Holidays Requests <p>K. Squaw Marketing Grant Presentation (pg. 39)</p> <p>L. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)</p> <p>M. Adjournment</p>
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