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**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE**

**Tuesday, December 2, 2008 – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City**

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

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

*Dave Wilderotter
Alex Mourelatos
Debra Darby-Dudley*

Committee Members:

*Cheri Sprenger, North Tahoe Business
Association, Committee Chair
Justin Broglio, Snowbomb,
Subcommittee Chair
Kelly Atchley, Tahoe City Downtown
Association
Sherina Kreul, Bank of the West
Liz Dugan, Squaw Valley Business
Association
Kay Williams, West Shore Association
Mike Young, Dickson Realty
Joy Doyle, Northstar Village Merchants
Jim Phelan, Tahoe City Marina*

County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member

**I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT
SUBCOMMITTEE – 9:00 a.m.**

Note: Subcommittee Members are Liz Dugan (SVBA), Kelly Atchley (TCDA), Cheri Sprenger (NTBA), Kay Williams (WSA), Joy Doyle (NVRA), Dave Wilderotter (NLTRA Board), Chair Justin Broglio (At-Large; Subcommittee Chair)

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce 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)
- C. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the North Tahoe Business Association (10 minutes)
- D. Subcommittee Member Comments (5 minutes)
- E. Adjourn Subcommittee Meeting

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE – 9:30 a.m.

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce 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)

- C. Agenda Amendments and Approval
- D. Approval of the Chamber Advisory Committee Meeting Minutes – November 4, 2008
- E. Chamber Program and Project Updates – Kym Fabel (*10 minutes*)
 - Chamber Business Plan – Implementation Activities, Website Statistics
 - Status Report – Distribution of Maps – The Resorts and Towns of North Lake Tahoe
 - Other Upcoming Chamber Events & Activities
- F. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the North Tahoe Business Association (*5 minutes*)
- G. Status Report – Marketing Decision Tool Development Process (*10 minutes*)
- H. Reminder - December 29th Deadline for Applications for Appointment to the 2009 Chamber of Commerce Advisory Committee (*5 minutes*)
- I. Committee Member Reports/Updates from Community Partners (*5-10 minutes*)
- J. Adjournment

Posted and emailed November 25, 2008