



**P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787**

**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Tuesday, January 6, 2009 – 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

**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, Tahoe City  
Downtown Association,  
Subcommittee Chair  
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*

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 Justin Broglio (Chair) (TCDA), Cheri Sprenger (NTBA), Liz Dugan (SVBA), Kay Williams (WSA), Joy Doyle (NVRA), and Dave Wilderotter (NLTRA Board)

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber Community Marketing Program Grant Subcommittee on items of interest to the Subcommittee 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 Subcommittee 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 Squaw Valley Business Association (SVBA) (10 minutes)
- D. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA) (10 minutes)
- E. Subcommittee Member Comments (5 minutes)

F. Adjourn Subcommittee Meeting

**II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE 9:20 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 of Commerce Meeting Minutes - December 2, 2008

E. Chamber Program and Project Updates - Kym Fabel *(20 minutes)*

- Mixer, Thursday, January 8th, 5 p.m., Lakeside Pizza, Tahoe City
- SnowFest Party, Thursday, January 15th, 5:00 p.m., Gar Woods Grill & Pier
- Mixer, Thursday, January 22nd, 5:00 p.m., Homewood Mountain Resort
- 55th Annual Chamber Community Awards Dinner, Thursday, February 12th, 6:00 p.m., Resort at Squaw Creek
- Other Upcoming Chamber Events and Activities
- Status Report - 2009 Chamber Committee Member Appointment Process
- Brief Review of NLTRA/Chamber Six Month Strategic Planning and Budget Development Process for FY-2009/2010

F. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Squaw Valley Business Association (SVBA) *(10 minutes)*

G. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Tahoe City Downtown Association (TCDA) *(10 minutes)*

H. Presentation - Placer County Tobacco Prevention Education Program *(20 minutes)*  
- River Coyote, Placer County Tobacco Prevention Program

I. Committee Member Reports/Updates from Community Partners *(5 to 10 minutes)*

J. Adjournment

***Posted and E-mailed, December 31, 2008***