



**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Wednesday, June 30, 2010 - 9 a.m.**

D.W. Reynolds Center  
Parasol Tahoe Community Foundation  
948 Incline Way, Incline Village

**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*

**To help ensure that all NLTRA and Chamber meetings are conducted in a respectful manner, the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project.**

**At each meeting, we will: *Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.***

**Chamber of Commerce  
Advisory Committee  
Members**

**NLTRA Board:**

*Debra Dudley  
Alex Mourelatos  
Deanna Gescheider  
Kaliopi Kopley  
Phil GilanFarr*

**Committee Members:**

*Cheri Sprenger, Chair  
North Tahoe Business  
Association*

*Justin Broglio  
Tahoe City Downtown  
Association*

*Jan Colyer  
TNT/TMA*

*Sherina Kreul  
Bank of the West*

*Heather Leonard  
Tahoe Maritime Museum*

*Kay Williams  
West Shore Association*

**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 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 – April 21, 2010
- E. Chamber Program and Project Updates - Kym Fabel *(10 minutes)*
  - Monthly Business Plan Implementation Report
  - PR Report
  - Upcoming Chamber Mixers and Activities

Mike Young  
Incline Community  
Business Association

Joy Doyle  
Village at Northstar  
Association

Elizabeth Hill  
Squaw Village  
Neighborhood Company

Ryan Slabaugh  
Sierra Sun

**County Representative**  
Ron Yglesias

**Quorum**  
2 Board Members  
1 Lay Member

- F. Executive Director's Report – Ron Treabess (15 Minutes)
  - NLTRA Update
- G. Tourism Director's Report – Andy Chapman (10 Minutes)
  - Update on Lake Tahoe Basin Prosperity Plan
- H. Presentation of ROI Report – 2009 Community Marketing Program Grant to Snowfest – Ruth Schnabel (15 minutes)
- I. Review, Discussion and Possible Action on Grant Application 2010/11 Revision
- J. Presentation and Update on "High Notes" – Andy Chapman, *Director of Tourism, NLTRA (10 minutes)*
- K. Presentation, Discussion and Possible Resolution of Support of AMGEN Tour - Andy Chapman, *Director of Tourism, NLTRA (15 minutes)*
- L. Committee Member Reports/Updates from Community Partners (5 to 10 minutes)
- M. Adjournment

This meeting site is wheelchair accessible.

*Posted and e-mailed,*