



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, May 29 2014 – 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

Business Association and Chamber Collaborative Members

NLTRA Board:

*Kaliopé Kopley
Eric Brandt*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Stephen Lamb
PlumpJack Inn*

*Stacie Lyans
Tahoe City Downtown Assoc*

*Dave Wilderotter
Tahoe Dave's*

*Kay Williams
West Shore Assoc.*

*Rob Weston
West Shore Sports*

*Mike Young
Incline Community Business
Assoc.*

*Blane Johnson
Sun Bear Realty*

*Amber Burke
Northstar California*

*Nate Burch
Northstar California*

*Joy Doyle
North Tahoe Business Assoc.*

*Michael Gelbman
Sierra Sun*

County Representative

Dave Snyder

Quorum

*3 members including 1 NLTRA
Board Director*

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 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)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
 - April 9, 2014 Meeting Minutes
- E. Tahoe City Downtown Association Marketing Grant Presentation-Stacie Lyans
- F. 2013/2014 50K Product Development Spend Discussion Update
 - High Notes & Peak Your Adventures (Summer 2014)
 - Administration of Campaigns
- G. 2014/2015 70K Product Development Discussion
 - Proposal Deadline
 - Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment