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**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Tuesday, November 4, 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

**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 on Subcommittee Recommendations to the Chamber of Commerce Advisory Committee to Approve Community Marketing Program Event Grants (20-30 minutes)
- D. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the West Shore Association (10 minutes)
- E. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Program Grant Request Submitted by the Northstar Village Retailers Association (10 minutes)
- F. Subcommittee Member Comments (5 minutes)
- G. Adjourn Subcommittee Meeting

**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

## II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE – 10:00 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 – September 2, 2008
- E. Approval of the Grants Subcommittee Meeting Minutes – September 30, 2008
- F. Chamber Program and Project Updates – Kym Fabel (*10 minutes*)
  - Chamber Business Plan – Implementation Activities, Website Statistics
  - Other Upcoming Chamber Events & Activities
- G. Discussion and Possible Action to Consider Subcommittee Recommendations and Approval of Community Marketing Program Event Grants (*5 minutes*)
- H. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the West Shore Association (*5 minutes*)
- I. Discussion and Possible Action to Consider Subcommittee Recommendation and Approval of Community Marketing Grant Program Request Submitted by the Northstar Village Retailers Association (*5 minutes*)
- J. Discussion and Request for Participation by Interested Committee Members – NLTRA Marketing Decision Tool Development (*15 minutes*)
- K. Committee Member Reports/Updates from Community Partners (*5-10 minutes*)
- L. Adjournment

Posted and emailed October 29, 2008