

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.”

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, Tahoe.com
Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
North Lake Tahoe Resort Association Board Member Alternates: **Karen Plank/Aaron Rudnick**
Placer County Representative: **Erin Casey/Emily Setzer**

AGENDA

TO CALL IN: 1-712-770-4010, access code: 775665

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval – **MOTION**
4. Approval of Meeting Minutes
 - a. Thursday, June 13, 2019 – **MOTION**

Discussion & Strategy:

5. Presentation: Sierra Green Business Network (15 minutes)
6. NLTRA Update – Liz Bowling (15 mins)
 - a. TBID – Rob Kautz
 - b. Chamber Programming (Aug-Jan)
 - c. Winter Visitor Guide – Community Profiles, Content
 - d. Crisis Communication Plan for Fire Season
7. Business Advocacy – Kylee Bigelow, Alyssa Reilly, Liz Bowling (40 minutes)
8. Business District Updates (25 minutes)
10. Placer County Update (10 minutes) – Emily Setzer
9. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, June 13th at 1:00pm

Tahoe City Visitors Center

100 North Lake Blvd., Tahoe City, CA 96143

PRELIMINARY MINUTES

Committee member in attendance: Jim Phelan, Alyssa Reilly, Kylee Bigelow, Caroline Ross, Steven Lamb, Liz Bowling, Emily Setzer

Other in attendance: Rob Kautz, Anna Atwood

1. Call to Order – Establish Quorum – Quorum was established at 1.11pm.
2. Public Forum – Liz welcomed Alyssa Reilly the new Executive Director with NTBA and Rob Kautz to the committee members.
3. Agenda Amendments and Approval
MOTION to approve agenda M/S/C (Lamb/Bowling) (6/0/0)
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from April 25, 2019 (Bigelow/Lamb) (6/0/0)
5. TBID Education & New Development – Rob Kautz

Comments/Suggestions:

- Jim would like to see the correct percentage spread under the Placer County /Base TOT 8%, as it does not work out to be 19% and 21% as indicated.
- Kaylee asked that there be a representative from TCDA on the budget steering committee.
- Caroline suggested adding our direct destination competitors within the ski industry and their TOT collection to the slide.
- Caroline suggested getting other examples of receipt from lodging properties (or destinations) on how they name it or if it can possibly be lumped together and showing it on the slides.
- Caroline suggested coming up with a good name for the tax on the receipt, possibly a “Tourism Impact Fee.”
- Jim shared that some recreation providers are exposed to other fees, so be cautious of that when decided on either the flat fee or percentage.
- Caroline suggested showing from a higher level where the TOT is generated from and how it is being spent. Transparency is important.

Meeting adjourned at 3:10pm