



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, August 15th at 1:00pm

NLTRA

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, Kay Williams, Jody Poe (called-in)

Other in attendance: Chelsea Walterscheid (Sierra Business Council)

1. Call to Order – Establish Quorum – Quorum was established at 1.01pm
2. Public Forum – Liz welcomed Katie Biggers
3. Agenda Amendments and Approval
MOTION to approve agenda M/S/C (Phelan/Bowling) (7/0/0)
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from April 25, 2019 (Lamb/Bigelow) (7/0/0)
5. Presentation; Sierra Green Business Network
Chelsea Walterscheid with Sierra Business Council shared a new opportunity they just launched on Sierra Green Business Network. Included in the California Green Business Network (CAGBN), Sierra Green Business Network will work on certifying green businesses in the Truckee-Tahoe region. CAGBN leads the state and nation in working with small to medium sized businesses to create a vibrant green economy. Chelsea shared the positive reasons for becoming certified and how to get the process started and is hoping the business association will help with the outreach process. There will also be a workshop on October 23, 2019. Location TBD.

**Action (Liz): Share the Take Care Tahoe campaign with Chelsea.
Share the committee members e-mail with Chelsea.**
6. NLTRA Update:
 - a. TBID – Liz shared an update on the TBID process. Rob is currently meeting with the larger stakeholders and the petition drive will start in late September and October. Liz shared there is a lot of support from the lodging community.
 - b. Chamber Programming – Liz shared an updated calendar with a tentative schedule including Breakfast Club, Networking Mixers, Trainings & Workshop and other meetings.
 - c. Winter Visitor Guide – Liz put together a new production timeline so the Winter Visitor Guide will be published prior to Thanksgiving.

d. Crisis Communication Plan For Fire Season – Liz put out a communication piece on the Crisis Communication Plan For Fire Season along with a survey to the local business owners.

7. Business Advocacy

Kyle with TCDA and Alyssa with NTBA shared a historic perspective and shared the purpose of their associations and some of the tasks they are currently working on.

Action (Liz): Add an agenda item going forward for “think tank”. (To discuss advocacy or problems to get more of a regional perspective)

8. Business District Update

NLTRA/Chamber: Her update is on the calendar she previously handed out.

West Shore Association: Kay shared the locations of the Lake Tahoe Summer Musical Festival. There are concerts happening throughout the region including West Shore Café and Granlibakken Resort She shared there is a lighting project underway on the West Shore.

TCDA: There is still a few more Sunday concerts at Commons Beach. Oktoberfest is on Saturday September 28th at Commons Beach. Kaylee also shared there is a demolition party for the old Hendrickson Building on Wednesday, August 14th.

Squaw Valley Business Association: Annual Foam Fest is August 31, Annual Alpen Wine Fest is September 1st, Oktoberfest is September 21 and Spartan Race World Championships on September 28th weekend.

NTBA: 3 more concerts left at Kings Beach and they are planning on a End of Summer Local’s Party along with NTPUD on September 13th at the Tahoe Vista Regional Park. Passport to Dining is on November 7th at the North Tahoe Event Center.

Tahoe City Marina: The 10 units housing project at the Tahoe City Marina is being closed to finish.

9. Placer County Update

- Emily shared they received funding the Zagster’s Bike Sharing Program. They are currently planning on 3 locations in Tahoe City; Heritage Plaza, The Old Firehouse and the County Building. There will be 2 locations in Kings Beach; Brook/Hwy 28 parking lot and the Coon St. roundabout. She hopes to have them installed within the next couple of weeks and the pilot program will be for the next 3 years.
- Placer County did a pedestrian study on the crosswalks in Tahoe City. Emily shared the study was necessary for Cal Trans to consider crosswalk lights or other alternatives for pedestrian crossing.
- A Short-Term Rental Hotline was just initiated in beginning of August. The phone number is 530-448-8003.
- Placer County is also working on Short-Term Rental Ordinance with the TRPA.
- Dollar Creek Crossing Housing Development just had a meeting on July 29, 2019. This meeting was well attended. The next scheduled meeting is tentative for September.

Action (Liz): Share the documents from the last Dollar Creek Crossing meeting with the committee members.

Meeting adjourned at 2:52 p.m.