

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, Palisades Village Neighborhood Company | **Vice Chair: Alyssa Reilly**, NTBA
Stephen Lamb, PlumpJack Inn | **Katie Biggers**, Tahoe City Downtown Association | **Sahra Otero**, Heartwood Floristry & Planetarium
Lindsay Thayer, LT Marketing | **Greg Long**, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
Linda Offerdahl, IVCBA | **Julia Bjorkman**, Northstar California
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Nicholas Martin**

Join Zoom Meeting

<https://us02web.zoom.us/j/88930886046?pwd=TUFwZjQ2bUgyWDITdEVSMmxaUHRxQT09>

as authorized by AB 361

Meeting ID: 889 3088 6046

Passcode: 573463

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

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, Aug 11, 2022 – MOTION (Page 1)**
5. [Event Calendar Link](#)
6. NLT Gift Card Update

7. Partnership /Sponsored Event Funding
8. Business Survey
9. Committee Member Updates
 - a. NLTRA BOD Update - Jim Phelan
 - b. NLTRA – Kimberly Brown
 - c. Palisades Village Neighborhood Company: Caroline Ross, Steve Lamb
 - d. Northstar Village: Julia Bjorkman
 - e. Kings Beach/NTBA: Alyssa Reilly, Lindsay Thayer
 - f. Tahoe City/TCDA: Katie Biggers, Sahra Otero
 - g. Incline Village: Greg Long /Paul Raymore/Linda Offerdahl
10. **Placer County Economic Development Update –Nick Martin (10 minutes)**
11. Adjournment

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**** Draft BACC Meeting Minutes from Aug 11th, 2022 Meeting ****

PRELIMINARY MINUTES

Committee members that joined via zoom: Caroline Ross (Chair), Katie Biggers, Steve Lamb, Linda Offerdahl, Alyssa Reilly

Staff and other in attendance: Kimberly Brown, Tony Karwowski, Anna Atwood

1. Call to Order – A quorum was not established but meeting was called to order at 1:04pm. A quick introduction was made of all the committee members.
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
The agenda was approved as presented.
4. Approval of Meeting Minutes
The approval of the meeting minutes will be tabled until the next meeting.
5. NLTRA Organizational Update
Karwowski gave a quick update on the organizational chart with the committee members and highlighted some of the new positions. He welcomed Kimberly Brown as the new Director of Business and Community Relations and shared he has signed offers from the Director of Finance and the Director of Tourism Marketing & Communications. He is still looking for a Director of Destination of Management.

Karwowski also went through the renaming process. This has been a big effort with board, staff and community stakeholders. Given the evolution of NLTRA's mission and shifting focus from a Destination Management Company to a Destination Stewardship Company, it is also necessary for the name to represent our new focus. He shared the new tentative name and asked for the committee's feedback. (North Tahoe Community Alliance) and got mostly positive feedback from the committee members. Offerdahl stated she thought the name was a little confusing with the acronyms being NTCA since Chamber covers both California and Nevada.

Karwowski gave an update on TOT/TBID grant process along with bylaw notification for the TOT committee.
6. NLT Gift Card Update
Brown gave an update on the Yiftee Gift Card Program. In the last 30 days, there were 630 impressions, 10 cards redeemed for \$648 with 3 gift cards just sent with total value of \$350. She also gave an update

on the last 12 months numbers. Ross encouraged NLTRA to utilize them as a resource to get new businesses onboard.

7. Event Update Roundtable

TCDA

- Tahoe City Wine Walk was successful, although some challenges she has over 900 tickets sold. She received great feedback from some of her vendors going forward. This event may have to be relocated going forward to be inline with the Sheriff's office and safety issues. Ross recommended that Biggers reach out to the event producers of the Truckee Wine Walk.
- Concerts at Commons Beach has been very successful. Insurance has been an issue and she is having to do weekly insurance.
- The Drone show will be on Sunday, September 4th on 8:30pm after the Blues Monster's concert.
- Oktoberfest will be held on September 24th at Gatekeeper's Museum.
- TCDA is hosting a membership meeting in November. More to come later.
- EVO is having an open house on September 15th.

Olympic Valley:

- The Brews, Jazz and Funk Festival is happening this weekend in Palisades Tahoe.
- Bluesday Tuesdays have been very well attended.

Incline Village:

- Offerdahl shared the Local Heros event back in 4th of July. They were very pleased with the turnout but learnings going forward is that it needs to be a celebration, not just a drone show.
- The Music at the Beach is sponsored by Incline Cigars and Spirits.
- Mixers are starting to come back again, and they are very popular in Incline Village.

8. Committee Member Updates

The next meeting is held on October 13th.

9. Adjournment

The meeting adjourned at 2:16pm.