



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Wednesday, July 10, 2013 – 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.*

*Steve Hoch  
Tahoe City Downtown Assoc.*

*Kay Williams  
West Shore Assoc.*

*Mike Young  
Incline Community Business  
Assoc.*

*Cassandra Sharp  
Village at Northstar Assoc.*

*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)**
  - May 8, 2013 Meeting Minutes
- E. IRONMAN Lake Tahoe Business Outreach – Andy Chapman (10 minutes)
- F. Marketing Lake Businesses in Winter - Andy Chapman (5 minutes)
- G. Opening Day at the Lake Recap- Kay Williams (15 minutes)
- H. Shop Local 2013 Task List- Joy Doyle (20 minutes)
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Adjournment