



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

**Thursday, March 13, 2014 – 2:00pm
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.

Stephen Lamb
PlumpJack Inn

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Tahoe City Downtown Assoc

Dave Wilderotter
Tahoe Dave's

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

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**)
 - January 9, 2014 Meeting Minutes
 - February 13, 2014 Meeting Minutes
- E. Review of Community Pages in the Visitor Guide-Emily Detwiler
- F. North Tahoe Business Association Marketing Grant Presentation -Joy Doyle
- G. Touch the Lake Presentation-Eric Brandt
- H. Product Development- (High Notes, Peak Your Adventures)
-Year-Round Shop Local Pitch-Joy Doyle & Ginger Karl
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment