



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND
CHAMBER COLLABORATIVE (BACC)**

Date: Thursday, August 15, 2019

Time: 1:00pm

Location: Tahoe City Visitors Information Center,
100 North Lake Blvd., Tahoe City, CA 96145

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