

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 | **JT Chevallier**, Tahoe City Downtown Association

Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association

Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association

Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association

North Lake Tahoe Resort Association Board Member: **Eric Pilcher**

Placer County Representative: **JJ Jansen**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

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 from Thursday, May 10, 2018 – **MOTION** **Page 1**
5. BACC Budget & Calendar Overview – Amber Burke (5 min) **Page 4**

Action/Motion Items:

- A. Shopping Video Raw Footage Purchase – Amber Burke (15 mins) **Page 11****

Discussion & Strategy:

7. May Campaign Recaps – Allegra Demerjian (15 mins) **Page 12**
 - a. Year-Round Shopping
 - b. Peak Your Adventure
 - c. Music
8. Campaign Social Media Schedule – Allegra Demerjian (10 mins) **Page 14**
9. Music Campaign Asset Review – Allegra Demerjian, Amber Burke (10 mins) **Page 22**
 - a. Partner Toolkit

b. Rack Card

10. Peak Your Adventure Asset Review – Allegra Demerjian, Amber Burke (25 mins) Page 28

- a. Partner Toolkit
- b. Social Media Contest
- c. Revised Website Copy
- d. Itinerary Outlines
- e. Influencer List

11. 18.19 Shop Campaign Direction – Allegra Demerjian, Amber Burke (20 mins)

Other Items:

12. North Tahoe Business Association 2018 Summer Marketing Plan – Joy Doyle (10 mins) Page 38

13. Committee Member Reports/Updates from Community Partners (1-2 mins each)

14. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
