

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 and/or Karen Plank**

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
 - a. Thursday, May 10, 2018 – **MOTION**
 - b. Thursday, June 14, 2018 - **MOTION**
5. BACC Budget & Calendar Overview – Amber Burke (10 min)

Action/Motion Items:

6. Request to move August meeting to 2pm – 4pm on August 9 – Liz Bowling (10 mins) - **MOTION**
7. JVP Communications, Video Production – Amber Burke (15 mins) - **MOTION**
8. 18.19 Shopping Scope of Work Review and Possible Approval – Amber Burke, Allegra Demerjian (30 mins) - **MOTION**

Discussion & Strategy:

9. June Campaign Recaps – Allegra Demerjian (15 mins)
 - a. Peak Your Adventure
 - b. Summerlong Music
 - c. Shopping

10. Strategic Discussion

11. 18.19 Shopping Campaign

- a. Event Calendar – Amber Burke (15 mins)
- b. Event Marketing & PR Support – Amber Burke, Allegra Demerjian (10 mins)
- c. Holiday Shopping Contest – Amber Burke (10 mins)

Other Items:

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

13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
