



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS  
CANDIDATE APPLICATION FORM 2018 ELECTIONS

**DUE FEBRUARY 5, 2018 5PM**  
TO: NLTRA EMAIL OR IN PERSON

Name Lynn Gibson Phone# 5304148500

Business Name Gallery Keoki Phone# 5305831404

E-mail Address Lynn@gallerykeoki.com

Mailing Address PO 3286

City Olympic Valley State ca Zip Code 96146

Business Address 1850 Village So. Rd, Ste. 42

City Olympic Valley State CA Zip Code 96146

Business Physical Address same

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Board Seat:**


- 1 seat: Lodging/Property Management – located east of Dollar Hill and within the Tahoe Basin (Placer County)
- 1 seat: Lodging/Property Management – located west of Dollar Hill and within the Tahoe Basin (Placer County)
- 3 seats: At Large any type business – within Eastern Placer County

Please provide a separate candidate statement of **300** words or less. It should include your background, qualifications and any other information you want the voters in the election to know about you and your election platform.

Candidate Statement:  Attached or  Decline to submit

All candidates must own or represent a Member business in good standing with offices or locations within Eastern Placer County.

The information stated above is true to the best of my knowledge and may be verified. I am stating my willingness to serve as a Director for the North Lake Tahoe Chamber/CVB/Resort Association. I understand that I am expected to attend approximately 12 meetings per year and 6 other events (mixers, workshops, committee meetings, events).

Signature 

Dated 1/31/18

NLTRA Candidate - Lynn Gibson

I would like to be a part of the NLTRA because I love Tahoe.

I want to see North Tahoe thrive as both a tourist destination and a year round community - a home base for a large variety of age groups, demographic profiles, full and part time residents, business owners, philanthropies and more.

I have a 30+ year career in retail commercial development. My extensive exposure to small, medium, large, and publicly held businesses has given me great insight to the needs of businesses and communities to thrive on both economic and social levels. I have travelled the US extensively studying trade areas of all sizes and characteristics.

My research for retail development and retail store deployment included extensive analysis of demographic and psychographic spending patterns, community planning, traffic and alternative transportation, TOD's, mixed use development, re-development and more.

My formal education was in marketing and finance. I believe I have a good sense for good business and sound long term decision making.

Since living part time in Tahoe since 1980, full time since 2009, and running a small business, I think I have a good sense of important issues facing the area and it's communities.

I welcome the chance to help the NLTRA lead Tahoe as it evolves.