

NTBA COMMITTEES

Community and business members are needed to assist with fulfilling NTBA’s mission and executing the wide variety and quantity of services NTBA provides to members and the community as a whole. NTBA and the Main Street Approach rely on community involvement. NTBA needs volunteers to serve on Main Street and Event Committees and assist with annual special events. In order for NTBA to improve economic vitality and quality of life in North Lake Tahoe, volunteer involvement is vital. Committee members are expected to attend meetings and take on tasks outside of meetings and event committee members are expected to help at the event as well. Committee members can expect to commit a minimum of 18-24 hours over the course of 6-12 months depending on the committee.

<p style="text-align: center;">Main Street Committee Economic & Community Vitality</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Advocate: for business sustainability, expansion, recruitment, start-ups, & infrastructure • Communicate: serve business community as an information provider • Support & connect: businesses with each other and to information to strengthen community <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Business Development & Advocacy • Communicate, advocate, and increase overall engagement • Support and connect the businesses, members, community, and visitors <p><i>Meets 1st Monday of the month, 4pm</i></p>	<p style="text-align: center;">Main Street Committee Promotions & Marketing</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Attract visitors and residents to District to improve economic vitality • Build awareness of NTBA-produced events • Promote attributes with marketing • Publicize and engage people in positive ways on local issues impacting economic/social well-being <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Implement strategic marketing plan and programs • Produce and partner on a unique and fun lineup of events and promotions to attract people to the district • Partner on promotions and marketing to build awareness and draw visitors <p><i>Meets 2nd Wednesday of the month, 5:30pm</i></p>
<p style="text-align: center;">Main Street Committee Community Design</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Improve and visually enhance the District from an aesthetic and cleanliness perspective • Build on the good work already accomplished in Commercial Core Improvement Project <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Improve aesthetics through beautification efforts, projects, and programs that enhance economic and social well-being • Make the District easy to navigate <p><i>Meets 2nd Thursday of the month, 7:30am</i></p>	<p style="text-align: center;">Event Committees</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Planning and producing events <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Music on the Beach • Passport to Dining <p><i>Meeting schedule varies; usually meets at 5:30pm, up to four times before an event</i></p>

Meeting locations may vary. Main Street Committees do not meet in July and December

****If you are planning to attend a committee meeting for the first time, please notify NTBA staff prior to the meeting****