

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. 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.

<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 and infrastructure • Communicate: serve business community as an information provider • Support & Connect businesses with each other and 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 style="text-align: center;">Meets Monthly, 1st Monday, 3:30pm</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 style="text-align: center;">Meets Quarterly, 2nd Tuesday, 3:30pm</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 style="text-align: center;">Meets Monthly, 4th Wednesday, 7:30am</p>	<p style="text-align: center;">Other Committees</p> <ul style="list-style-type: none"> • Membership Committee • Music on the Beach Event Committee • Passport to Dining Event Committee <p style="text-align: center;">Meeting schedule varies</p>

**Meeting locations may vary. Meeting dates & times are subject to change. Committees do not meet in July.*

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