

Lake Tahoe
Incline Village - Crystal Bay Visitors Bureau
FY 2015/16 Draft Budget

5-Jun-15

				2014-15 Projected YE Actual	2014-15 Approved Budget	2015-16 Draft	15/16 to 14/15 YE Variance (\$)	15/16 to 14/15 YE Variance (%)
Beginning Fund Equity				310,070	310,070	422,954		
REVENUES								
R250 - Return on Revenues/Fund Transfer				1,155,833	1,052,865	1,243,448	87,615	7.6%
R252 - Interest Income/Dividends				27	1,000	500	473	1751.9%
R269 - On-hold Messaging				200	300	300	100	50.0%
R270 - Miscellaneous Revenues				1,954	5,725	2,500	546	27.9%
R273 - Marketing Reimbursements				6,000	9,000	6,000	0	0.0%
R274 - Grants				10,000	10,000	20,000	10,000	100.0%
R275.1 - Concierge Sales				359,464	254,725	326,550	(32,914)	-9.2%
R275.1 - Merchandise Sales				16,795	n/a	25,000	8,205	48.9%
TOTALS				1,550,273	1,333,615	1,624,298	74,025	4.8%
EXPENSES								
0152-Fixed Asset Office Equip - Eliminate				0	6,000	n/a		
0305 - Staff Wages				279,200	264,000	259,989	(19,211)	-6.9%
0312 - Emp. Vacation/Sick Expense				0	n/a	27,013	27,013	#DIV/0!
0313 - Employer Insurance of Nevada				475	1,500	750	275	57.9%
0314 - State Unemployment				960	1,000	1,350	390	40.6%
0315 - Federal Unemployment				400	900	600	200	50.0%
0316 - PERS Contributions				62,000	63,345	72,797	10,797	17.4%
0319 - FICA (includes Medicare)				8,100	3,700	6,600	(1,500)	-18.5%
0320 - Health Insurance				31,635	28,000	44,802	13,167	41.6%
0321 - Employee Training/Benefits				85	0	2,500	2,415	2841.2%
0401 - Utilities - Electric				2,200	3,000	2,500	300	13.6%
0402 - Utilities - Gas & Heat				1,800	2,500	2,500	700	38.9%
0403 - Utilities - Water				3,500	3,200	3,800	300	8.6%
0405 - Bank & Credit Card Charges				18,740	11,000	17,578	(1,163)	-6.2%
0410 - Office Supplies/Equipment				5,000	4,000	5,000	0	0.0%
0411 - Maintenance/Janitorial Services				12,303	12,000	12,500	197	1.6%
0415 - Miscellaneous Supplies				0	1,000	2,000	2,000	#DIV/0!
0420 - Postage & Freight				3,200	6,500	3,500	300	9.4%

V1.0-1

0421 - Communications		10,100	11,000	900	8.9%
0422 - Printing Expenses		1,000	1,000	0	0.0%
0430 - Building Repairs & Insurance		4,000	12,000	8,000	200.0%
0451 - Prof. Services - Acct. & Legal		41,600	56,000	14,400	34.6%
0460 - Contract Services		830	1,500	670	80.7%
0461 - Remote Offices		24,500	50,000	25,500	104.1%
0462 - Equipment Lease & Maintenance		1,500	3,000	1,500	100.0%
0470 - Misc. Expenses		3,000	3,000	0	0.0%
0473 - Dues & Subscriptions		500	4,000	3,500	700.0%
0474 - Licenses & Fees		400	400	0	0.0%
0501 - Travel & Lodging		4,000	6,000	2,000	50.0%
0504 - Registrations		500	2,500	2,000	400.0%
0505 - Local Transport/Car Allowance		700	1,500	800	114.3%
0507 - Meeting Expenses		4,850	5,000	150	3.1%
0601 - Hospitality-in-Market		17,000	8,000	(9,000)	-52.9%
0622 - Advertising - Co-op		472,000	610,000	138,000	29.2%
0650 - Payroll Services		1,300	1,500	200	15.4%
0689 - Web Development		7,000	7,000	0	0.0%
0690 - Sponsorship		51,500	55,000	3,500	6.8%
0691 - Shuttle Subsidy		22,500	22,000	(500)	-2.2%
0730 - Special Promotional Items		2,300	3,000	700	30.4%
0733 - On-hold Messaging		1,245	1,300	55	4.4%
750.1 - Concierge Expenses		309,952	293,895	(16,057)	-5.2%
0750 - Merchandising Expense		11,244	13,750	2,506	22.3%
0800 - Grant Expenditures		10,000	20,000	10,000	100.0%
0990 - Depreciation Expense		4,270	7,475	3,205	75.1%
TOTAL EXPENSES		1,437,389	1,333,615	1,665,598	15.9%
		112,884	0	(41,300)	

Ending Fund Equity 422,954 310,070 381,654

Accounts Receivable*	0	0	0
Merchandise Inventory*	15,000	15,000	15,000
Capital Assets net of Depreciation*	23,841	23,841	20,341
Accrued Employee Vacation & Sick Time	0	0	27,013
Accounts Payable*	0	0	0

Ending Cash Reserves 384,113 271,229 373,326

* These balances at year end will need to be calculated or estimated, and then input here. The numbers in there now are just place holders.

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Note: IVCBVB Portion of tax
is 3.3125% of Rooms Revenue

2015 /2016 RSCVA Grant Revenue

Final Draft 6/1/15

Actual month Payment month Prior Year Actual Running	May!	June	July	August!	September	October	November!	December	January	February!	March	April	Total
	July	August	September	October	November	December	January	February	March	April	May	June	Total
	58,326	113,833	205,848	210,058	120,827	56,818	37,273	103,425	80,744	66,771	57,569	44,341	1,155,833
	58,326	172,159	378,007	588,065	708,892	765,710	802,983	906,408	987,152	1,053,923	1,111,492	1,155,833	1,155,833
FY 2015/16 Draft Budget	61,242	122,248	212,023	216,360	129,452	59,091	38,391	108,596	88,818	80,125	78,326	48,775	1,243,448
Running	61,242	183,490	395,514	611,873	741,325	800,416	838,807	947,403	1,036,222	1,116,347	1,194,673	1,243,448	1,243,448
\$ Difference	2,916	8,415	6,175	6,302	8,625	2,273	1,118	5,171	8,074	13,354	20,757	4,434	
% Difference	5.0%	7.4%	3.0%	3.0%	7.1%	4.0%	3.0%	5.0%	10.0%	20.0%	36.1%	10.0%	
Variance to Budget	\$2,916	\$11,331	\$17,507	\$23,808	\$32,433	\$34,706	\$35,824	\$40,995	\$49,070	\$62,424	\$83,181	\$87,615	\$87,615
Running Total \$	5.0%	6.6%	4.6%	4.0%	4.6%	4.5%	4.5%	4.5%	5.0%	5.9%	7.5%	7.6%	7.6%
Room Revenue	\$1,855,827	\$3,704,485	\$6,424,953	\$6,556,356	\$3,922,782	\$1,790,628	\$1,163,369	\$3,290,795	\$2,691,467	\$2,428,036	\$2,373,512	\$1,478,033	\$37,680,244

V10-3

Incline Village Crystal Bay Visitor Bureau

CAPITALIZATION POLICY

1. Purpose

Purpose
This accounting policy establishes the minimum cost capitalization amount that shall be used to determine the capital assets to be recorded in Company's books and financial statements.

2. Capital Asset Definition and Thresholds

Capital Asset Definition and Thresholds
A “Capital Asset” is a unit of property with a useful life exceeding one year and a per unit acquisition cost exceeding \$500.00. Capital assets will be capitalized and depreciated over their useful lives. Company will expense the full acquisition cost of tangible personal property below these thresholds in the year purchased.

3. Capitalization Method and Procedure

Capitalization Method and Procedure
All Capital Assets are recorded at historical cost as of the date acquired.

Tangible assets costing below the aforementioned threshold amount are recorded as an expense for the Company's books and annual financial statements. In addition, assets with an economic useful life of 12 months or less must be expensed for both book and financial reporting purposes.

4. Documentation

Documentation
Invoices substantiating the acquisition cost of each unit of property are to be retained for a minimum of 7 years.

This Capitalization Policy is hereby adopted and shall be effective for the calendar year beginning on July 1, 2015.

Signature

Date _____

Yeas _____ Nays _____

VIII. C-1

NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July ~~2012~~ 2015 is entered into by, between and among the Participants (as defined below).

RECITALS:

WHEREAS, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit A) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

WHEREAS, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

WHEREAS, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

AGREEMENT:

1. DEFINITIONS.

1.1 **Participants**: The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

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1.2 North Lake Tahoe Marketing Cooperative: The NLTMC as established by the Participants as a cooperative agreement.

1.3 Cooperative Marketing Committee: The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrator. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("**Voting Member**") CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

1.4 CMC Chairperson: The Chairperson ("**Chair**") to be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

1.5 Plan Administrator. The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("Administrator") throughout the term of this Agreement, at the discretion of the CMC. The Administrator shall manage the CMC approved Plan implementation. The Administrator shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Administrator shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Administrator shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

1.6 Budget Administrator The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrator is to (i) ultimately authorize payments in accordance with the approved CMC Budget subsequent to plan administrator approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC. The NLTRA will perform all bookkeeping and accounting services and an annual independent ~~audit~~ review of the NLTMC financial accounts.

1.7 **Limited Partners.** New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. **MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. **REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. **FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. Each Participant agrees to annually contribute a minimum of 45% of their total marketing budgets. This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants. The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds.

5. **TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term. Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be

maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that ~~the term of this agreement shall be three years. The Agreement may be renewable for one or more additional three year terms, as may be agreed, in writing, by the Participants. either party hereto may request a review/modification of this agreement upon a 60 day written notice to the other.~~

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of Directors of each Participant, to include the Executive Director ("CEO") of each Participant, at least one (1) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member

shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

9. **VOTING AND VOTING PROCEDURES.** All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members of which a minimum of two (2) people will be present from each participating organization. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 **Chair.** The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis.

10. **MISCELLANEOUS.**

10.1 **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 **Entire Agreement.** This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 **Governing Law.** This Agreement will be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 **Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 Counterpart. This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

10.6 NRS Compliance This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

10.7 Precedence In Conflicting Documents. It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as this instrument reads on the date of its' signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

10.7.1 Conference Equity. To meet concerns voiced by Placer County staff and lodging properties, the NLTRA board has agreed to measure certain criteria annually and provide this information as contractually determined to Placer County. The conference equity calculation agreed upon by NLTRA and Placer County is as follows:

1. Conference room nights booked by County will be used as the basis for determining expense parity. This accounts for the natural disparity in room inventory and fluctuations in room rates.
2. A three-year rolling average of Conference Expense to Conference Revenue Percentage experienced by County as well as a three-year rolling average of Conference Expense to Room Revenue will be calculated.
3. If the results of the calculations fall within one standard deviation, based on a statistical inference, parity is achieved. If a lack of parity continues for a period of three years, then an expanded data set will be tested to include four years back and one year forward. If a lack of parity is determined for the expanded test data, then NLTRA and Placer County staff will meet to determine next steps.

10.8 Governance. Representatives from the respective marketing committees and boards who are elected to serve on the NLTMC will have responsibility and authority to represent their respective constituents in regards to marketing direction and expenditures. It will be the responsibility of those NLTMC board members to fully represent the perspective of their constituents and to report back to their respective committees and boards of any action taken on their behalf. If there is majority disagreement with any particular representative regarding votes taken or decisions made,

then that representative may be asked to step down from their position on the NLTMC board with a majority vote of their representative body.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT
VB ASSOCIATION**

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

"North Lake Tahoe" Geographic definition

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village
Crystal Bay
Kings Beach
Tahoe Vista
Carnelian Bay
Tahoe City
West Shore
Squaw Valley
Northstar
Greater Truckee
Alpine Meadows
Donner Summit



north lake tahoe

June 17th, 2015

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Board Appointment

Background

Board member Bill Watson's will complete his 6 year term at the completion of the June 2015 board meeting. Per the organization's By-Laws, the board will appoint a new member to fill the vacant seat.

Staff placed a classified ad in the Bonanza requesting individuals to submit a letter of interest and related qualifications as well as sending information to interested parties. The Board appointed a Board Selection sub-committee at its May meeting and appointed as chair Heather Bacon, to oversee the process. Three letters of interest were received. These individuals are as follows:

- Blane Johnson, Owner/Broker, SunBear Realty & Management /Incline at Tahoe Realty
- Brad Wilson, GM, Diamond Peak Ski Resort
- Wendy Hummer, Owner, EXL Media

Attached to this staff report are submitted letters of interest. Heather Bacon will present the sub-committee recommendation to the board.

Possible Board Action

Appointment of new board member for term 2015/16 to 2017/18.

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INCLINE at TAHOE
REALTY

May 4, 2015

Andy,

Thank you for taking the time to talk with me the other day. I am definitely interested in serving on the Board.

I have lived in Incline Village for about 35 years and spent more than 20 years in the Ski Industry. I originally purchased my company about 20 years ago. We manage approximately 250+/- Vacation and Long Term rentals as well as representing Buyers and Sellers of Real Estate.

I have served as President of both Nevada Association of Realtors and our local Realtor board. I continue to sit on several committees at both the State and Local boards.

I have participated with other property managers in communicating with the Chamber and RSCVA as well as our County Commissioner.

I would appreciate the opportunity to serve on the Board and would welcome any opportunity to meet and discuss this further.

Sincerely,
Blane Johnson
Broker / Owner
Incline at Tahoe Realty

811 Tahoe Blvd., Incline Village, Nevada 89451
888-686-5253 ~ 775-831-9000 ~ Fax 775-831-9100
E-mail: itr@InclineAtTahoe.com ~ www.InclineAtTahoe.com
A Nevada Corporation

X.A-2

April 26, 2015

Board of Directors
Lake Tahoe, Incline Village Crystal Bay Visitors Bureau
969 Tahoe Blvd.
Incline Village, NV 89451

Dear Members of the Board,

I am seeking consideration for a position on the Board of Directors of the Incline Village/ Crystal Bay Visitors Bureau. I have previously served on the boards of three Chamber/Visitors and Convention Bureaus; Big Bear Lake Chamber of Commerce, North Lake Tahoe Resort Association and most recently the Catalina Island Chamber and Visitors Bureau. My seven year tenure on the board of the Catalina Chamber and Visitors Bureau included one term as Chairman.

My background in resort and destination marketing and hospitality management is well suited for understanding the needs and complexities of the Incline Village/Crystal Bay business community and its visitors. I am also one of the largest stakeholders in the community in my current role as General Manager of Incline Village General Improvement District's (IVGID) largest recreational facility; Diamond Peak Ski Resort. Along with my role at Diamond Peak, I also oversee all the marketing for IVGID's Community Services venues.

Having lived in South Lake Tahoe, Truckee and now Incline Village has given me a unique perspective on the different regional destinations around Lake Tahoe. I purchased a home in Incline Village a year ago where I live with my wife and two daughters, both of whom are attending public school in Incline Village.

I have the support of IVGID's General Manager to put in the necessary time and effort to be a valuable and productive member of the Board. Thank you for your consideration.

Sincerely,

Brad Wilson
General Manager
Diamond Peak Ski Resort

X.9-3



Wendy Hummer
 Owner, EXL Media
 803 Tahoe Blvd., Suite 7
 Incline Village, Nevada 89451
 775-832-0202
 Wendy@exlmedia.com

Subject: Letter of Intent and Qualifications
 Attention: Selection Committee

This letter is to formally announce my intention to run for the at-large board position of the Incline Village Crystal Bay Visitors Bureau commencing July 1, 2015.

The public notice states: "The applicant must be a resident or have a professional interest in the tourism industry, in the Incline Village and Crystal Bay area."

I believe I meet both of these qualifications.

I have been a resident of Incline Village since 1998 and I have owned a business, EXL Media, for twenty years.

As owner of EXL Media, I have been actively involved on a professional level in the tourism industry for more than 20 years. A large percent of my clients are in the tourism industry, both locally and nationally. I have worked with several local tourism organizations via EXL Media. I have provided strategic media planning, placement, research and analytic services to these organizations in order to attract and increase tourism in the Lake Tahoe/Reno Area. I have attended and presented at multiple board and committee meetings over this time period. These organizations include:

- Member of NLTRA Master Plan Steering Committee (2003)
- Incline Village Crystal Bay Visitors Bureau (12 years)
- North Lake Tahoe Resort Association (16 years)
- The Reno-Sparks Convention & Visitors Authority (5 years)
- Truckee Donner Chamber of Commerce (7 years)

In addition to working with these tourism organizations, I have worked with or currently work with the following tourism related businesses and organizations:

- Incline Village General Improvement District
- Squaw Valley-Alpine Meadows Ski Resorts
- Tahoe Biltmore
- Hyatt Lake Tahoe
- Cal Neva Resort
- Lake Tahoe Shakespeare Festival
- Homewood Mountain Resort
- Sugar Bowl Ski Resort
- The Ritz Carlton Lake Tahoe
- Lake Tahoe SummerFest



I am aware that the Incline Village Crystal Bay Visitors Bureau participates in the North Lake Tahoe Marketing Coop. Both IVCBVB and the NLTRA were my clients when this coop was formed, and I was actively part of its inception and success up until 2012. In addition, I have helped create and/or provide services for the following destination marketing coops:

- The Catalina Island Marketing Coop, or "Gotocatalina.com", which has been active for the past 10 years. I formed this coop in 2005.
- Kelly Houston, owner of Smith + Jones, and I formed the "VistingLakeTahoe.com" coop back in 1996 and it has been active for 19 years.
- Reno-Sparks Convention & Visitors Authority Bay Area Marketing Coop: EXL has been handling the advertising for 4 years.
- Reno-Tahoe Regional Air Service Committee: EXL Media been handling the internet buying for the past year.

In addition to my experience, I think I would be a great fit for the position for the following reasons:

- As the owner of EXL Media, I have access to market research that I could utilize in my advisory role as a board member.
- I have worked closely with most of the current board members and believe I would work seamlessly and cohesively with them in this position.
- I believe I am one of the most knowledgeable advertising professionals in the Reno/Lake Tahoe area when it comes to strategically and cost-efficiently targeting potential visitors to this area. I am very knowledgeable of the drive and destination markets, including consumer profiles, media channels, seasonality and multi-tier budget allocation; therefore, I can help evaluate and provide insight for advertising and marketing initiatives as they are presented.
- On a personal level, I am very passionate about the Incline Village Area. I am an active downhill and cross country skier, mountain biker and kayaker. And most of all I love to swim in Lake Tahoe.

I hope you will consider me for this position.

Sincerely,

A handwritten signature in cursive script that reads "Wendy Hummer".

Wendy Hummer



north lake tahoe

June 17th, 2015

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Board Officer Appointment

Background

The IVCBVB officers hold a one year rotating position. New officers are appointed at the June meeting for the following fiscal year. Current board member officer positions are:

Lee Weber Koch – Chair
Bill Wood – Vice Chair
Heather Bacon – Secty/Treasurer
Fred Findlen – At Large
Bill Watson – At Large

Based on historical practice, board members rotate up one spot for the following fiscal year. With this in mind, the following officer positions are recommended.

Bill Wood – Chair
Heather Bacon – Vice Chair
Fred Findlen – Secty/Treasurer
Lee Weber Koch – At Large
New Appointee – At Large

Possible Board Action

Pending discussion, staff requests Board to appointment a new slate of officers for the 2015/2016 fiscal year.

xl.a-1



north lake tahoe

June 17th, 2015

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Coop Committee Appointment

Background

The North Lake Tahoe Marketing Cooperative is made up of 4 members each from the NLTRA and the Incline Village Crystal Bay Visitors Bureau. Committee membership from each organization is made up of the Executive Director/CEO, one or two board members and one or two community members for a total of 4 members. Each of the two partners appoints members to the committee. Currently the IVCBVB members are Andy Chapman, John Hernstat, Lee Weber Koch and Bill Wood.

Staff requests board approval for our fiscal year 2015/16 committee members.

Possible Board Action

For the IVCBVB Board to appointment our committee representatives to the North Lake Tahoe Marketing Cooperative Committee.

XII.a-2



north lake tahoe

June 17th, 2015

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2015/16 Special Event Grant Approval

Background

Each year the IVCBVB grants funds for special event efforts in the region. These funds are used to marketing the event and related visitation and room revenue generation. Bill Wood was appointed the chair of the Special Event Grant Sub-Committee. The sub-committee is scheduled to meet on Tuesday June 16th and the committee will report out to the Board at its June 17th meeting. Information will be available at the board meeting.

Possible Board Action

Pending discussion, staff requests Board to approve the Special Event Sub-Committee funding recommendation for FY 2015/15

XIII-a-1

Andy Chapman

From: David Antonucci <dcantonucci@msn.com>
Sent: Wednesday, June 03, 2015 12:18 PM
To: Andy Chapman
Subject: Letter of support

Andy,

Thanks for taking the time to meet with me about the Mark Twain interpretive panel project.

A simple letter of support to the Tahoe Fund is all that is necessary and covering some or all of these of these points, plus your own input.

Confirm that you have reviewed the Mark Twain Lake Tahoe Adventure Trail proposal that would install interpretive panels at locations visited or mentioned by Mark Twain on the North Shore.

The project is consistent with the larger geotourism initiative that creates low-impact activities that rely on the natural assets of the region.

Mention that the project will benefit the North Lake Tahoe community and economy by presenting the area's Mark Twain legacy and its historical importance in the context of geotourism.

The project will inform residents and visitors of the activities of Mark Twain, leading to a greater appreciation of its connection to the creation of the Mark Twain persona and presenting Lake Tahoe to the world.

State that you are writing to express the support of your organization for the Tahoe Fund to raise funds to pay the cost of installation of interpretive panels that denote and present the story of Mark Twain at Lake Tahoe.

Please address the letter to:

Ms. Amy Berry
Executive Director
Tahoe Fund
PO Box 7124
Tahoe City, CA 96145

Phone:
(775) 298-0035
Fax:
(775) 298-0036

aberry@tahoe fund.org

Thanks so much for your help and cooperation.

Best,