



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday March 28th, 2017 8:30 am

******NOTE 8:30 am START TIME ******

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday March 28th, 2018 beginning at 8:30 am. The meeting will be held at the Hyatt Regency Lake Tahoe, 111 Country Club Drive, Incline Village, NV 89451.

Public Comment will be at the beginning and ending of this meeting, and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

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| I. Call to Order/Roll Call | Heather Bacon |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Heather Bacon |
| III. Approval of Agenda – (For Possible Action) | Heather Bacon |
| IV. Approval of Board Minutes from the Meeting of February 28th, 2018 – (For Possible Action) | Heather Bacon |
| V. Strategic Board Discussion & Retreat | Andy Chapman/
Lauren O'Brien |
| A. Transportation Discussion | 8:30 - 9:30 |
| B. RSCVA Partnership Opportunities | 9:30 – 10:30 |
| C. NLT Cooperative Marketing Review | 10:45 - Noon |
| D. IVCBVB Strategic Review and Prioritization | Noon – 2:00 |
| VI. Old Business | Heather Bacon |
| VII. New Business | Heather Bacon |
| a. Meeting Schedule through FYE 2018 | |
| b. North Lake Tahoe Chamber Awards Dinner April 26th | |

- VIII. PUBLIC COMMENT – Pursuant to NRS 241.020** **Heather Bacon**
This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting.

IX. Adjournment – (For Possible Action)

Physically disabled persons desiring to attend should contact Alex Blevins at (775) 832-1606.
Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

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BOARD MEETING MINUTES
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, February 28th 3pm

I. Call to Order/Roll Call

Heather Bacon

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:00 pm by Chair Bacon. Roll call was taken, and the following members were present: Heather Bacon, Bill Wood, Gino Mancetti and Michael Murphy. The following IVCBVB employees were present: Andy Chapman, CEO/President; Greg Long, Director of Operations & Finance; and Alex Blevins, Administrative Assistant. The following guests were present: Jamie Wright with the Truckee North Tahoe Transportation Management Association; Steve Teshara, TMA planning consultant; Daphne Lang, Tourism Director for the NLTRA; and Jeffery Clausman, public.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Heather Bacon

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

Public voiced concern with the new bike path on Highway 28, specifically the asphalt being too close in proximity to the lake shore.

III. Michael Murphy Board Welcome

Heather Bacon

As of July 2017, Michael Murphy is the GM of the Incline Hyatt Hotel. Michael has been with the Hyatt for over 20 years across the country and looks forward to seeing how the Hyatt can help support the Board.

IV. Approval of Agenda (For Possible Action)

Heather Bacon

Move to approve the Agenda by Bill Wood. Second by Michael Murphy. Approved.

V. Approval of January Board Minutes (For Possible Action)

Heather Bacon

Move to approve the January Board Minutes by Bill Wood. Second by Michael Murphy. Approved.

VI. TMA/TNT Presentation and Discussion

**Jaime Wright/
Steve Teshara**

Jamie Wright and Steve Teshara gave a brief history of the TMA/TNT, including an explanation of their jurisdiction, partnerships, funding and general operations. They also discussed hurdles they've faced regarding public transportation (TART system). This discussion resulted in a meeting with the Regional Transit Commission (RTC) to further deliberate North Lake Tahoe

transportation needs. The Board would like to have a voice at future discussions to ensure the needs of the community are being met.

VII. IVCBVB Bylaw Review and Discussion

Andy Chapman

Discussion included the Director's term restrictions (Section 3), which states there can be no more than two consecutive 3-year terms, and potentially changing this to no more than three consecutive 3-year terms. A future general review of the bylaws was also discussed. It was recommended that staff compile suggested changes and present them to the board as an April agenda item to be held to a vote at that time.

VIII. North Lake Tahoe Coop Agreement Review Discussion

Andy Chapman

There has been a coop agreement between the NLTRA and IVCBVB since 2006. The North Lake Tahoe Resort Association recently requested a review per the coop agreement. It was suggested that the board should review the contract to see if there's any language that may need to be changed, and target the April meeting date for the Board, as well as counsel, to review changes. Any changes that are made are then sent to the NV Attorney General who has 30 days to act on these changes. The board aims to have this process completed by April 2018.

IX. Discussion on March Board Retreat Objectives

**Andy Chapman/
Heather Bacon**

The annual Board Retreat will be held on Wednesday March 28, 2018 from 8:30 am to 1:00 pm at the Incline Hyatt Hotel. During the retreat the Board plans to prioritize goals for the upcoming year, as well as look back on what has been accomplished during the previous year. Additional areas of discussion will focus on transportation, RSCVA opportunities and a review of the NLT Marketing Coop programs.

**X. Review of January 2017/18 Financial Statements
(For Possible Action)**

Andy Chapman/Greg Long

Chapman reviewed January 2017/18 financial statements, stating that budgets have not been hit the past few months, and this trend will continue into next month. Seeing a decrease in revenue generation in December and January compared to last year. Chapman will be working with Long to reforecast 7-5 months of expenses and undesignated funds, as well as look for opportunities to cut back expenses.

Motion to approve the financial statements by Bill Wood. Second by Blane Johnson. Approved.

XI. Review of January Dashboard Report

Andy Chapman

Chapman reviewed the January Dashboard Report, stating that numbers are down due to lack of snow this season.

XII. Coop Departmental Reports

Andy Chapman

- a. **Conference Sales**
- b. **Leisure Sales**
- c. **Website Content**
- d. **Communications/Social**
- e. **Advertising**

XIII. Management Reports

Staff

a. Operations Report

Walk-in stats and sales remain low, looking for ways to cut costs.

b. Business Development Manager Report

c. President/CEO

XIV. Old Business

Heather Bacon

a. RSCVA Board Update

Bill Wood

Bill Wood discussed the RSCVA's need to outsource facility management, which will enable them to focus on marketing. These facilities include the Reno Events Center, Livestock Arena, National Bowling Building and the Convention Center. SMG won the bid to professionally manage these facilities at a cost of \$200,000/year, with the RSCVA still accountable for expenses, using a formula to calculate splitting revenue.

The RSCVA will also be taking part in a Downtown Improvement District, a privately-run project that will help fund police officers, outreach to people in need and veteran assistance. This will positively affect the Tahoe region because it will ensure a safe environment in downtown Reno, which will encourage tourism that then spills over into Lake Tahoe. RSCVA approved \$100,000 for the first year, after which progress will be evaluated and additional funding will be considered.

Finally, a feasibility study is being conducted regarding adding 300,000 feet to the convention center.

XV. New Business

Heather Bacon

a. Poppy Award – Luminaries Campaign

Visit California awarded North Lake Tahoe's Luminary campaign top honors in the 'Best Content Marketing Initiative' category.

b. NLT Coop Committee Meeting – March 13th 2pm

c. Board Retreat – March 28th (8:30-1pm)

XVI. Director Comments

Heather Bacon

XVII. PUBLIC COMMENT – Pursuant to NRS 241.020

Heather Bacon

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

N/A

XVIII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Michael Murphy. Meeting adjourned at 5:03 pm.

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Board Agenda

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