



north lake tahoe

Incline Village Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday July 17th, 2019 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday July 17th, 2019 beginning at 3:00pm. The meeting will be held at the Incline Village Crystal Bay Visitor Bureau office located at 969 Tahoe Blvd, 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.

- | | |
|---|-------------------------------|
| I. Call to Order/Roll Call | Bill Wood |
| 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. | Bill Wood |
| III. Approval of Agenda (For Possible Action) | Bill Wood |
| IV. Approval of June Board Minutes (For Possible Action) | Bill Wood |
| V. Review of Draft FYE 2018/19 Financial Statements (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VI. Review of FY 2019/20 Partnership Funding Recommendation
(For Possible Action) | Andy Chapman |
| VII. CEO Annual Review and Performance Merit Evaluation for
Future Salary & Incentive Payments
(For Possible Action) | Board Members |
| VIII. Discussion and Input on FY 2019/20 CEO Performance Goals | Andy Chapman |
| IX. Review of July Dashboard Report (10 min) | Greg Long |

Andy Chapman

- Conference Sales
- Leisure Sales
- Website Content
- Communications/Social
- Advertising

Staff

- a. **Operations Report**
- b. **Business Development Manager Report**
- c. **President/CEO**

Bill Wood

Bill Wood

Bill Wood

Bill Wood

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

XVI. Adjournment – (For Possible Action)

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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Incline Village Crystal Bay Visitor Bureau



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Incline Village • Crystal Bay Visitors Bureau

**June Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, June 19, 2019, 3pm**

I. Call to Order/Roll Call

Blane Johnson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:06 pm by Chair Johnson. Roll call was taken, and the following members were present: Blane Johnson, Heather Bacon, Bill Watson (3:30), Bill Wood and Jason Guinasso. The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Operations and Finance Director.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

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

None

III. Approval of Agenda (For Possible Action)

Blane Johnson

CEO Chapman asks for a flexible agenda by moving item XI to V.
Motion to approve the flexible agenda by Heather Bacon. Second by Bill Wood. Approved.

IV. Approval of May Board Minutes (For Possible Action)

Blane Johnson

Motion to approve the May Board Meeting Minutes by Bill Wood. Second by Heather Bacon. Approved.

V. Discussion and Staff Direction on NLT Coop Equity

Board Members

CEO Chapman lays the groundwork for the equity involved in the coop funding. Are we getting a fair return? Is the coop still viable? Charts are discussed that show history of funding and how it relates to TOT. Charts are avail in packet. CEO Chapman proposes a \$1,005,000 funding to coop from the current \$950,000. After a lengthy discussing the board decides to not increase the funding to the coop and reserve the funds for possible special events in the Incline Village Crystal Bay area specific. Amount will be held at \$950,000 for this fiscal year.

VI. Discuss and Final Approval on Final FYE 2019/20 Budget

Andy Chapman/Greg Long

CEO Chapman discusses proposed budget. Not much change in variance from prior year. Start year with \$382,000 in reserve. Budget proposes a \$41,000 over spend from proposed revenues. Board agrees to hold coop funding at \$950,000.

Motion to approve the Final FYE 2019/20 budget with reducing the coop advertising line item by \$50,000 by Bill Watson. Second by Bill Wood. Approved.

VII. Review of April 2018/19 Financial Statements

Andy Chapman/G. Long

Greg Long discusses the April financial statements.

VIII. Review of May 2018/19 Financial Statements

Andy Chapman/Greg Long

Greg Long discusses the May financial statements.

IX. FY 19/20 Board Officer Appointment

Andy Chapman

CEO Chapman thanks Blane Johnson for service as Chair. New appointments will be:

Bill Wood- Chair

Michael Murphy- Vice Chair

Bill Watson- Secretary/Treasurer

Heather Bacon- At Large

Blane Johnson- At Large

Motion to approve the officer appointment by Bill Watson. Second by Heather Bacon. Approved.

X. NLT Marketing Coop Committee Member Appointment

Andy Chapman

CEO Chapman discusses Coop Committee and how the appointments work.

Suggests Lee Koch take that appointment.

Motion to approve the appointment of Andy Chapman, Bill Wood and Heather Bacon to the committee by Bill Watson. Second by Bill Wood. Approved.

XI. Review of FY 19/20NLT Coop Budget

Andy Chapman

Chair Chapman discusses the Coop budget and reviews by section.

XII. Review of June 2019 Dashboard Report

Greg Long

Greg Long reviewed the highlights of June dashboard with input from CEO Chapman.

XIII. Discussion on CEO Performance Review Process

Blane Johnson/Heather Bacon

CEO Chapman reviews process for review of CEO. Subcommittee of Blane and Heather will be formed.

XIV. Coop Departmental Reports

Andy Chapman

a. Conference Sales (in packet)

b. Leisure Sales (in packet)

c. Website Content (in packet)

d. Communications/Social (in packet)

e. Advertising (in packet)

XV. Management Reports

Staff

- a. Operations Report (in packet)**
- b. Business Development Manager Report (in packet)**
- c. President/CEO (in packet)**

XVI. Old Business

Blane Johnson

CEO Chapman discusses firework status and purchase of barges.
CEO Chapman invites board to the bike path opening on the East Shore Trail.
Chair discusses fundraising for Fireworks coalition.

XVII. New Business

Blane Johnson

None

XVIII. Director Comments

Blane Johnson

None

XIX. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

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

None

XX. Adjournment – (For Possible Action)

Suggested adjournment by Blane Johnson second by Heather Bacon. Adjourned. 5:03 pm

**Physically disabled persons desiring to attend should contact Greg Long 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/>**

Public Postings:

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June 2019 Financial Summary Report

June Month End Variance Report

REVENUE

- R250 Fund Transfer: 1.6% under budget due to lower April TOT collections.
- R277 Concierge Sales: 16% under budget due to lower Activity Ticket sales.
- R274 Grants: Over budget due to timing of Travel Nevada Grant reimbursement

EXPENSES

- 0505 Local Transportation/Car: Under budget due to timing of Coop bill back.
- 0690 Sponsorship: Under budget due to timing of grant payment.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to lower AT ticket sales.

June Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 15% over budget due to higher retail sales.
- R277 Concierge Sales: 8% under budget due to lower yearly AT sales.
- R250 Fund Transfer: 8% over budget due to higher TOT collections.
- R274 Grants: Under budget due to lower Travel Nevada Grant reimbursement.

EXPENSES

- 0305 Payroll: 1.5% under budget due to lower staffing needs
- 0316 PERS: 3.5% under budget due to eligibility factors.
- 0320 Health Insurance: 10% under budget due to lower health insurance plan cost.
- 0412 IT Computers: 63% under budget due to in-house support.
- 0623 Regional Marketing Programs: 35% under budget due to lower campaign spending.
- 0690 Sponsorship: 30% over budget due to payment for research project & fireworks.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual

Accrual Basis

June 2019

	Jun 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	9,142.55	5,803.75	3,338.80	157.5%
R277 - Concierge	61,193.50	72,692.85	-11,499.35	84.2%
Total POS Sales	70,336.05	78,496.60	-8,160.55	89.6%
R250 - Fund Transfers	75,108.31	76,365.67	-1,257.36	98.4%
R252 - Interest Income	55.02	38.74	16.28	142.0%
R269 - On Hold Messaging	0.00	87.50	-87.50	0.0%
R270 - Miscellaneous Revenue	0.00	90.90	-90.90	0.0%
R274 - Grants	11,000.00	0.00	11,000.00	100.0%
Total Income	156,499.38	155,079.41	1,419.97	100.9%
Cost of Goods Sold				
50000 - Cost of Goods Sold	4,379.27	3,025.39	1,353.88	144.8%
Total COGS	4,379.27	3,025.39	1,353.88	144.8%
Gross Profit	152,120.11	152,054.02	66.09	100.0%
Expense				
0305 - Payroll	28,596.63	29,539.94	-943.31	96.8%
0314 - State Employer Taxes	285.88	120.72	165.16	236.8%
0315 - Federal Unemployment	17.00	58.36	-41.36	29.1%
0316 - Public Employees Retirement Sys	7,416.65	7,076.27	340.38	104.8%
0319 - Employer Medicare/Soc Sec	502.83	655.46	-152.63	76.7%
0320 - Health Insurance	3,389.21	3,609.83	-220.62	93.9%
0400 - Utilities				
0401 - Utilities- Electric	216.98	192.31	24.67	112.8%
0402 - Utilities-Gas & Heat	98.52	89.23	9.29	110.4%
0403 - Utilities- Water & Refuse	320.68	300.02	20.66	106.9%
Total 0400 - Utilities	636.18	581.56	54.62	109.4%
0405 - Bank & Cr Card Charges	1,082.79	611.53	471.26	177.1%
0410 - Office Supplies & Expenses	784.63	1,304.24	-519.61	60.2%
0411 - Maintenance/Janitorial	852.25	900.00	-47.75	94.7%
0412 - IT - Computers	357.50	354.51	2.99	100.8%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.10	-9.10	0.0%
0420 - Postage & Freight	-744.50	59.98	-804.48	-1,241.2%
0421 - Communications	1,190.22	936.54	253.68	127.1%
0422 - Printing Expenses	0.00	45.50	-45.50	0.0%
0430 - Building Repairs & Insurance	402.23	0.00	402.23	100.0%
0451 - Legal & Accounting Services	2,750.00	2,559.00	191.00	107.5%
0460 - Contract Services	80.50	48.00	32.50	167.7%
0461 - Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 - Equipment Lease & Maint.	302.29	282.78	19.51	106.9%
0470 - Misc. Expenses	0.00	169.70	-169.70	0.0%
0473 - Dues & Subscriptions	9.99	140.00	-130.01	7.1%
0474 - License & Fees	0.00	12.76	-12.76	0.0%
0504 - Registrations	-295.00	0.00	-295.00	100.0%
0505 - Local Transportation/Car	-1,458.64	42.32	-1,500.96	-3,446.7%
0507 - Meeting Expenses	1,266.21	269.55	996.66	469.7%
0601 - Hospitality in Market				
0601.5 - In House	0.00	118.72	-118.72	0.0%
0601 - Hospitality in Market - Other	-1,055.01	500.00	-1,555.01	-211.0%
Total 0601 - Hospitality in Market	-1,055.01	618.72	-1,673.73	-170.5%

Profit & Loss Budget vs. Actual

Accrual Basis

June 2019

	Jun 19	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	66,504.00	66,504.00	0.00	100.0%
0623 · Regional Marketing Programs	515.00	907.43	-392.43	56.8%
0650 · Payroll Expense	105.00	115.50	-10.50	90.9%
0689 · WEB Development	7,000.00	7,000.00	0.00	100.0%
0690 · Sponsorship	0.00	6,820.00	-6,820.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,360.00	-2,360.00	0.0%
0733 · On-Hold Messaging	133.48	124.73	8.75	107.0%
0751 · Concierge Expense	53,824.21	59,557.22	-5,733.01	90.4%
51100 · Freight and Shipping Costs	136.10			
59900 · POS Inventory Adj -Merchandise	64.31			
Total Expense	178,151.94	196,895.25	-18,743.31	90.5%
Net Ordinary Income	-26,031.83	-44,841.23	18,809.40	58.1%
Net Income	-26,031.83	-44,841.23	18,809.40	58.1%

Revised

	Jul '18 - Jun 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	56,672.98	49,127.00	7,545.98	115.4%
R277 - Concierge	310,965.51	339,243.00	-28,277.49	91.7%
R278 - Lift Tickets	2,667.00			
R290 - Consignment Sales	107.00	0.00	107.00	100.0%
Total POS Sales	370,412.49	388,370.00	-17,957.51	95.4%
R250 - Fund Transfers	1,690,585.45	1,567,119.00	123,466.45	107.9%
R252 - Interest Income	737.04	415.00	322.04	177.6%
R269 - On Hold Messaging	300.00	350.00	-50.00	85.7%
R270 - Miscellaneous Revenue	48.90	1,000.00	-951.10	4.9%
R274 - Grants	11,000.00	21,000.00	-10,000.00	52.4%
Total Income	2,073,083.88	1,978,254.00	94,829.88	104.8%
Cost of Goods Sold				
50000 - Cost of Goods Sold	27,928.14	27,020.00	908.14	103.4%
50003 - Lift Tickets	2,495.00			
Total COGS	30,423.14	27,020.00	3,403.14	112.6%
Gross Profit	2,042,660.74	1,951,234.00	91,426.74	104.7%
Expense				
0305 - Payroll	341,977.65	346,877.00	-4,899.35	98.6%
0313 - Employers Insurance of Nevada	934.00	850.00	84.00	109.9%
0314 - State Employer Taxes	3,546.15	2,000.00	1,546.15	177.3%
0315 - Federal Unemployment	322.87	500.00	-177.13	64.6%
0316 - Public Employees Retirement Sys	81,261.12	84,197.00	-2,935.88	96.5%
0319 - Employer Medicare/Soc Sec	6,781.19	8,000.00	-1,218.81	84.8%
0320 - Health Insurance	39,125.68	43,338.00	-4,212.32	90.3%
0321 - Employee Training	595.00	2,000.00	-1,405.00	29.8%
0400 - Utilities				
0401 - Utilities- Electric	2,441.94	2,400.00	41.94	101.7%
0402 - Utilities-Gas & Heat	1,260.76	1,450.00	-189.24	86.9%
0403 - Utilities- Water & Refuse	3,833.79	3,700.00	133.79	103.6%
Total 0400 - Utilities	7,536.49	7,550.00	-13.51	99.8%
0405 - Bank & Cr Card Charges	16,378.28	16,200.00	178.28	101.1%
0410 - Office Supplies & Expenses	5,722.75	7,000.00	-1,277.25	81.8%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	3,283.75	3,000.00	283.75	109.5%
0411 - Maintenance/Janitorial - Other	11,402.58	12,000.00	-597.42	95.0%
Total 0411 - Maintenance/Janitorial	14,686.33	15,000.00	-313.67	97.9%
0412 - IT - Computers	1,710.99	4,000.00	-2,289.01	42.8%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	100.00	-100.00	0.0%
0420 - Postage & Freight	335.97	1,000.00	-664.03	33.6%
0421 - Communications	11,164.93	11,000.00	164.93	101.5%
0422 - Printing Expenses	0.00	500.00	-500.00	0.0%
0430 - Building Repairs & Insurance	10,665.83	10,000.00	665.83	106.7%
0451 - Legal & Accounting Services	37,299.25	35,000.00	2,299.25	106.6%
0460 - Contract Services	611.50	2,000.00	-1,388.50	30.6%
0461 - Remote Offices	42,000.00	42,000.00	0.00	100.0%
0462 - Equipment Lease & Maint.	2,716.77	3,000.00	-283.23	90.6%
0470 - Misc. Expenses	133.50	2,000.00	-1,866.50	6.7%
0473 - Dues & Subscriptions	5,382.74	4,000.00	1,382.74	134.6%
0474 - License & Fees	60.00	400.00	-340.00	15.0%
0501 - Travel & Lodging	7,026.13	6,000.00	1,026.13	117.1%
0504 - Registrations	2,741.22	1,400.00	1,341.22	195.8%
0505 - Local Transportation/Car	660.49	500.00	160.49	132.1%
0507 - Meeting Expenses	3,753.43	4,000.00	-246.57	93.8%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2018 through June 2019

	Jul '18 - Jun 19	Budget	\$ Over Budget	% of Budget
0601 Hospitality in Market				
0601.5 In House	4,191.90	1,500.00	2,691.90	279.5%
0601 Hospitality in Market - Other	836.28	5,500.00	-4,663.72	15.2%
Total 0601 Hospitality in Market	5,028.18	7,000.00	-1,971.82	71.8%
0622 Advertising Co-op	950,000.00	950,000.00	0.00	100.0%
0623 Regional Marketing Programs	6,439.80	10,000.00	-3,560.20	64.4%
0650 Payroll Expense	1,335.00	1,500.00	-165.00	89.0%
0689 WEB Development	7,000.00	7,000.00	0.00	100.0%
0690 Sponsorship	110,900.00	85,000.00	25,900.00	130.5%
0691 Shuttle Subsidy/Sponsorship	26,780.00	26,000.00	780.00	103.0%
0725 Uniforms	406.25	500.00	-93.75	81.3%
0730 Special Promotional Items	20.00	500.00	-480.00	4.0%
0733 On-Hold Messaging	1,552.08	1,500.00	52.08	103.5%
0751 Concierge Expense	280,648.21	283,245.00	-2,596.79	99.1%
51100 Freight and Shipping Costs	1,123.06	0.00	1,123.06	100.0%
59900 POS Inventory Adj -Merchandise	461.45	0.00	461.45	100.0%
Total Expense	2,036,824.29	2,032,657.00	4,167.29	100.2%
Net Ordinary Income	5,836.45	-81,423.00	87,259.45	-7.2%
Net Income	5,836.45	-81,423.00	87,259.45	-7.2%



north lake tahoe

July 17th, 2019

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2019/20 Partnership Special Event Funding 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. The deadline to submit funding applications was June 14th. A total of 13 funding applications were received by the deadline. The committee reviewed all the applications and has provide the board with a review recommendation.

Possible Board Action

Pending discussion, staff requests Board to approve the 2019/20 Partnership Special Events Funding recommendation.

IVCBVB Partnership Funding
Board Approved Funding
7/12/2019

Applicant	Event	Date	Funding Request	Funding Recommendation
Thunderbird Lodge	Historic Site Tours	May 21 - October 29, 2019	\$20,000	\$10,000
Classic Tahoe	2019 Performance Season	July 7 - August 11, 2019	\$10,000	\$5,000
Lake Tahoe Shakespeare Festival	2019 Performance Season	July 5 - August 25, 2019	\$15,000	\$10,000
Crystal Bay Club	Hogs for the Cause West IV	September 6-7, 2019	\$5,000	\$5,000
6237 Adventures	Sand Harbor Sunst 5 & 10K Race	September, 2019	\$10,000	\$5,000
Tahoe Biltmore	Haunted Pararetreat 2019	September 6-8, 2019	\$5,000	\$5,000
	Tail and Ale	12/7/2019	\$2,500	\$2,500
	Open Dart Tournament	October 4-6, 2019	\$5,000	\$5,000
	Arm Wrestling Tournament	October 11 - 13, 2019	\$5,000	\$2,500
	TahoeWed Bridal Faire	March 27-29, 2020	\$5,000	\$2,500
ICBA	Northern Lights	December 1-31, 2019	\$10,000	\$5,500
	In-market Campaigns	Winter 2019/20 - Summer 2020	\$2,000	\$2,000
	TahoeBerfest	Early October, 2019	\$3,500	\$0
			\$98,000	\$60,000



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 7/17/19

Re: CEO Salary Review and Performance Evaluation for Future Salary & Incentive Payments.

Background

Board Chair Bill Wood and Past Chair Blane Johnson will lead the board in a discussion and assessment of the CEO's 2018/19 Performance Review. Each board member completed an Annual Performance Evaluation and provided the review to Greg Long to compile in a single review document. This document is attached to this staff report.

In addition, CEO Chapman will provide to the board a review of the CEO FY 2018/19 Goal Review and Performance Bonus Measurements as approved by the board at its September 2018 meeting. This document will be used to evaluate CEO Chapman's effectiveness in delivering the established organizational goals.

Possible Board Action

Pending Board discussion and review, the board may act on CEO Chapman's compensation and performance incentive bonus package.

VII-1

SPECIAL REPORT: CEO Performance Rating Method
July 17, 2019
Submitted by Greg Long

A two-step method was used for rating the submissions.

First step: Gathered the confidential submissions and entered data to spreadsheet.

- All submissions were labeled a number. Data entry was by number keeping the sender nameless.

Second step: A five-point scale rating method was used:

- 5-1 point scale / 34 questions (tally points / question count)
 - Individual evaluations: **4.6 ranking - Exceeds Standards and Expectations.**
 - Evaluation 1 = 4.3
 - Evaluation 2 = 4.7
 - Evaluation 3 = 5.0
 - Evaluation 4 = 4.5
 - Evaluation 5 = 4.3
 - Average scores by section: **4.5 ranking - Exceeds Standards and Expectations.**
 - Relations with the Board - 4.7
 - Planning - 4.4
 - Organization Skills - 4.5
 - Budget & Finance - 4.7
 - Communications - 4.6
 - Management Skills - 4.4
 - Leadership - 4.5
 - Percentage using high and low score values: **759 points = 89% score**
 - 850 high score (34 questions x 5 x 5 directors)
 - 170 low score (34 questions x 1 x 5 directors)
 - Tally points / 850 high points = %

* Last Year

A two-step method was used for rating the submissions.

First step: Gathered the confidential submissions and entered data to spreadsheet.

- All submissions were labeled a number. Data entry was by number keeping the sender nameless.

Second step: A five-point scale rating method was used:

- 5-1 point scale / 34 questions (tally points / question count)
 - **Individual evaluations:** 4.26 ranking - Exceeds Standards and Expectations.
 - Evaluation 1 = 4.1
 - Evaluation 2 = 4.1
 - Evaluation 3 = 4.4
 - Evaluation 4 = 4.1
 - Evaluation 5 = 4.6
 - **Average scores by section:** 4.23 ranking - Exceeds Standards and Expectations.
 - Relations with the Board - 4.4
 - Planning - 4.13
 - Organization Skills - 4.04
 - Budget & Finance - 4.35
 - Communications - 4.4
 - Management Skills - 4.12
 - Leadership - 4.17
 - **Percentage using high and low score values:** 716 points = 84% score
 - 850 high score (34 questions x 5 x 5 directors)
 - 170 low score (34 questions x 1 x 5 directors)
 - Tally points / 850 high points = %

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

Evaluation Period: 2018-2019

CHECK the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 5 to 1.

(5) = Significantly Exceeds Standards and Expectations
(4) = Exceeds Standards and Expectations
(3) = Fully Meets Standards and Expectations
(2) = Needs Improvements
(1) = Performance is Inadequate

I. RELATIONS WITH THE BOARD		Section Average: 4.7	COMMENTS
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?	5	* Communication is thorough and concise. * Andy's communication with the board is exceptional and appreciated.	
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?	4.6	* Andy is cognizant of the board's busy schedule and attempts to accommodate accordingly.	
C. Does the CEO exercise sound judgment when advising the Board?	4.6	* Yes, Andy is thoughtful and observant. His judgement is measured and amenable.	
II. PLANNING		Section Average: 4.4	COMMENTS
A. Does the CEO anticipate needs and recognize potential problems?	4.6	* By being involved in various functions and interactive with a multitude of factions, Andy is able to anticipate and react as needed.	
B. Does the CEO propose effective solutions and provide alternatives to identified problems?	4.4	* Andy offers various responses to potential challenges.	
C. In making decisions, does the CEO obtain the facts and consider the long – term implications?	4.4	* Andy is detailed & offers thoughtfully considered responses.	
D. Does the CEO provide Board with all information necessary to make decisions?	4.2	* As much as possible within the time budgeted.	

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?	4.6	* He effectively and strategically sets goals that support our mission.
F. Has the CEO met the goals established by the board during this evaluation period?	4.2	* Yes
III. ORGANIZATION SKILLS Section Average: 4.5 COMMENTS		
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?	4.8	* Andy is organized and focused in his role. * I appreciate Andy engaging team members like Greg in website and marketing vs only in office and merchandise items. Strategically, this benefits our region.
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?	4.25	* Yes, with board input and approval.
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?	4.5	* Yes, Andy is decisive and open to new strategies.
D. Does the CEO obtain the best possible end result for the money spent?	4.6	* Yes, within set parameters. * Great progress has been made this year to encourage co-op to focus on longer stays, mid-week and all seasons vs snow/ski pressure in past.
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?	4.5	* Extremely so. Culture seems to have improved over the last three years as Andy assembled his team. * Office seems to run well * From the outside, there appears to have effective communication; however, being neither the CEO nor staff, I can't tell you whether or not the communications are truly effective.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

CHECK the box that most closely describes (5) = Significantly Exceeds Standards and Expectations
how you rate the CEO for each (4) = Exceeds Standards and Expectations
performance expectation question below. The (3) = Fully Meets Standards and Expectations
point value of each rating is in brackets (2) = Needs Improvement
ranging from 5 to 1. (1) = Performance is Inadequate

IV. BUDGET / FINANCE		Section Average: 4.7	COMMENTS
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?	5.0		* Dashboard and a detailed P&L allow for excellent financial oversight.
B. Are management practices and policies designed to maintain a sound long-range financial position?	4.4		* Yes, as shared with the board.
C. Does the CEO exhibit knowledge and understanding of available resources?	4.6		* Extremely so.
D. Does the CEO suggest and pursue creative solutions to financial issues?	4.6		* Conservative in nature, Andy is cautious with overly creative options.
V. COMMUNICATIONS		Section Average: 4.6	COMMENTS
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?	4.6		* As needed, when possible. * Andy communicates very effectively.
B. Does the CEO communicate openly and effectively with the public?	4.6		* Andy presents well & speaks effectively.
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?	4.6		* Very much so. Andy is highly respected by outside agencies and his peers.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?	4.8	* Yes, see above.
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?	4.6	* Yes, once again Andy is highly regarded and respected. * Andy is well respected and acts with integrity.
VI. MANAGEMENT SKILLS Section Average: 4.3		COMMENTS
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?	4.2	* Within capabilities. Often limited in scope by outside jurisdictions and agencies.
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?	4.4	* Andy takes the time to listen and comment thoughtfully.
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?	4.4	* Yes, Andy is resilient.
D. Does the CEO follow through in a timely manner on commitments and requests?	4.4	* Yes, always timely.
E. Is the CEO proactive and flexible in addressing changing issues and situations?	4.2	* Yes, both flexible and proactive.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

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CHECK the box that most closely describes (5) = Significantly Exceeds Standards and Expectations
how you rate the CEO for each (4) = Exceeds Standards and Expectations
performance expectation question below. The (3) = Fully Meets Standards and Expectations
point value of each rating is in brackets (2) = Needs Improvement
-ranging from 5 to 1. (1) = Performance is Inadequate

VII. LEADERSHIP		Section Average: 4.5	COMMENTS
A. Does the CEO inspire a shared vision and enlist staff and Board support?	4.4	* Collaboration with staff and board facilitates a team vision.	
B. Does the CEO seek opportunities to improve the Organization and pursue them?	4.6	* If they present themselves and are reasonable.	
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?	4.4	* Andy reacts to and treats each individually. In a manner that promotes collaboration and trust.	
D. Does the CEO create standards of excellence and model the behavior?	4.6	* High standards – Very professional.	
E. Does the CEO conform to the high ethical standards of the profession?	4.8	* No evidence to the contrary.	
F. Does the CEO handle people well in difficult situations?	4.2	* I believe Andy has improved here but this is an area that we can all strive to do better in.	

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2019 Annual Performance Evaluation

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

PART II

OBSERVATIONS

I believe that we are very lucky to have Andy as our CEO. He is highly regarded and respected in the industry. Andy maintains an open mind while not allowing the board to get sidetracked on the minutiae. His ability to broker with the NLTRA has assisted us in maintaining a successful and accomplished relationship with our neighbors.

Andy is analogous to the ideal template for one holding this job. Well-suited in nearly every respect.

Andy exceeds standards across all areas. Extra points were given in areas where he truly excels. I appreciate Andy's leadership, communication, experience, and integrity. He is an excellent CEO who I am confident is always looking out for the best interests of Crystal Bay/Incline tourism.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
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List in order of priority, the CEO's top strengths and areas of improvement to work on during the next evaluation period.

Andy's performance continues to exceed expectations. He understands and pursues long and short-term goals strategically, keeps the board well informed and has respect and strong relationships with other agencies.

Andy is incredibly well organized and is an outstanding communicator. He does a very good job of understanding our priorities and working towards these goals. I also think with many different personalities on the board, he remains very professional and is seen as a strong asset from all.

Would be hard-pressed to identify specific professional goals for Andy. His performance will be measured by achieving the business goals.

Strong points: Collaboration, focus, resilience, and positivity.

Area of attention:

With changes in our co-op partner agency, it will be important to really engage IVCBVB staff in marketing and sales initiatives to ensure that strategic goals as well as short term marketing continues to support the needs and goals of the Incline and Crystal Bay lodging and tourism.

Focus on long term strategic goals. Where will we be in five, ten years?

List in order of priority, board strengths and areas where the board members can improve during the next evaluation period.

Board Strengths: Compatibility and open mindedness.

I feel the board is strong, stable, and fully understands the importance of promoting the entire region. This is a great time to utilize these strengths to continue working current initiatives.

Areas of attention:

Long-term strategic goals

Board can assist in ongoing discussions and positive relationships with partner agencies. Board can also provide support/pressure on other initiatives (ex. Transportation) to allow IVCBVB and North Tahoe to maximize funds available through other channels (Federal, State, County...) and therefore minimize funds required by IVCBVB to support these initiatives, creating improved guest experience and more funds available to fund marketing and events.

Strategic Priorities	FY 18/19 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
Increase incremental influenced overnight room bookings in the North Lake Tahoe region by 10%.	Increase of 10% (8,410) total incremental influenced room bookings by FYE 2018/19.	20%	Bonus calculated on following scale: <ul style="list-style-type: none"> • Full bonus awarded if goal achieved • 10% bonus awarded for 75% of goal achieved Data Source – Smari
<u>RESULTS</u> Smari FY 2018/19 Advertising Effectiveness & ROI indicates 124,831 ad influenced trips compared to 84,101 in prior year. 48% increase.			Goal Achieved
Innovative marketing platforms to distinguish the IVCB region within the NLT Marketing Cooperative.	Develop new marketing platforms to promote the unique attributes of the IVCB region	15%	Bonus given if goal achieved. Data Source - Smari
<u>RESULTS</u> Treasures of Tahoe Campaign. Luminaries Campaign. These new campaigns featured various IVCB product offering including hiking, Thunderbird Lodge Tours, dining and après. In addition, Smari research indicated high consumer ad awareness in beaches, gaming, live music, beer and ale trails, spa, biking and night life.			Goal Achieved

Strategic Priority #2: Special Events			
Develop new special event in the Incline Village Crystal Bay region.	By FYE 2018/19, IV/CB will be in the consideration set for a new special event targeting shoulder season that align with one or more of our core pillars.	15%	Bonus given if goal achieved. Stretch bonus given if new events are contracted by FYE.
RESULTS Incline Village Crystal Bay Fireworks. CEO was instrumental in the successful permitting and execution of the 2019 firework celebration.			Goal Achieved
Strategic Priority #3: Enhanced Visitor Assets			
Increase viability of transit services in the IV/CB region.	Implement enhanced transit services with extended mainline service to SR 28 Shared Use Path by summer TART operational season and by FYE 2018/19 IVCB transit services will be reviewed for increased night service and extended neighborhood access.	15%	Bonus given if goal achieved. Stretch bonus given if enhanced transit services are in place by FYE.
RESULTS Extended TART service to Tunnel Creek Multi-Use Shared Path. CEO was successful in working with TART to extend transit to new shared bike path. Service began June 27th, 2019.			Goal Achieved

Strategic Priority #4: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships.	Increase organizational interaction with key partnerships of RSCVA, RTT, Travel Nevada, Visit California by engaged participation.	10%	Bonus given if goal achieved. Data Source – Peer Survey
RESULTS While a Peer Survey was not completed, CEO is actively involved with many organizations around the region and the tourism industry as a whole. IVCBVB is well respected in the industry and continue to play a key role in shaping the tourism efforts for our constituents. (see supporting list)			Goal Achieved
Strategic Priority #5: Financial Sustainability			
MERCHANDISE SALES – Develop comprehensive merchandise sales strategy to increase net revenues.	Increase net revenues by 10% over FYE 2017/18.	5%	Bonus given if goal achieved.
RESULTS Merchandise Sales increased 36% over prior year and 15% over budget. \$56,672 compared to prior \$41,743.			Goal Achieved
FINANCIAL HEALTH – Deliver on targeted Management/General Expense to Overall Expenses.	Management/General Expenses not to exceed 30% of total annual expenses.	10%	Bonus given if goal achieved.
RESULTS Total Management/G&E expenses = 29.3% of total expense.			Goal Achieved



north lake tahoe

FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved.
RESULTS Monthly financial reporting. FYE actual expense = \$2,036,824 vs \$2,032,657 (.2%)			Goal Achieved
LEADERSHIP	Maintain a solid core organizational team	5%	Bonus given if goal achieved.
RESULTS Organization had no core employee departures in 2018/19.			Goal Achieved
Per board action on July 18 th , 2018, CEO is eligible for 10%-20% performance bonus based on board approval and goal results.			



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 7/17/19

Re: Discussion and Input on FY 2019/20 CEO Performance Goals

Background

In July 2018, the IVCBVB Board approved a CEO Goal Review and Performance Bonus Measurement process. At its September 2018 meeting, the board approved a set of CEO performance goals for the 2018/19 fiscal year. CEO Chapman presented the results to the board at its July 2019 meeting.

Staff requests the board discuss and provide input on the next year's CEO goals. Staff will present to the board at its September meeting the FY 2019/20 CEO Performance Goals for discussion and possible action.

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Strategic Priorities	FY 18/19 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
Increase incremental influenced overnight room bookings in the North Lake Tahoe region by 10%.	Increase of 10% (8,410) total incremental influenced room bookings by FYE 2018/19.	20%	Bonus calculated on following scale: <ul style="list-style-type: none"> • Full bonus awarded if goal achieved • 10% bonus awarded for 75% of goal achieved Data Source – Smari
Innovative marketing platforms to distinguish the IVCB region within the NLT Marketing Cooperative.	Develop new marketing platforms to promote the unique attributes of the IVCB region	15%	Bonus given if goal achieved. Data Source - Smari
Strategic Priority #2: Special Events			
Develop new special event in the Incline Village Crystal Bay region.	By FYE 2018/19, IV/CB will be in the consideration set for a new special event targeting shoulder season that align with one or more of our core pillars.	15%	Bonus given if goal achieved. Stretch bonus given if new events are contracted by FYE.
Strategic Priority #3: Enhanced Visitor Assets			
Increase viability of transit services in the IV/CB region.	Implement enhanced transit services with extended mainline service to SR 28 Shared Use Path by summer TART operational season and by FYE 2018/19	15%	Bonus given if goal achieved. Stretch bonus given if enhanced transit services are in place by FYE.

	IVCB transit services will be reviewed for increased night service and extended neighborhood access.		
Strategic Priority #4: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships.	Increase organizational interaction with key partnerships of RSCVA, RTT, Travel Nevada, Visit California by engaged participation.	10%	Bonus given if goal achieved. Data Source – Peer Survey
Strategic Priority #5: Financial Sustainability			
MERCHANDISE SALES – Develop comprehensive merchandise sales strategy to increase net revenues.	Increase net revenues by 10% over FYE 2017/18.	5%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver on targeted Management/General Expense to Overall Expenses.	Management/General Expenses not to exceed 30% of total annual expenses.	10%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved.
LEADERSHIP	Maintain a solid organizational team	5%	Bonus given if goal achieved.
Per board action on July 18th, 2018, CEO is eligible for 10%-20% performance bonus based on board approval and goal results.			

Jul 11, 2019

Revenues & Stats					
	May-2019	May-2018		Variance	
Grant Revenues					
Monthly	\$ 107,757	\$ 94,662			13.8%
YTD	\$ 1,615,475	\$ 1,441,309			12.1%
Total Taxable Revenues	\$ 3,233,849	\$ 2,842,399			13.8%
	May. Actual	May. Budget			
Monthly	\$ 107,757	\$ 97,502			10.5%
YTD	\$ 1,615,475	\$ 1,487,809			8.6%
Occupancy					
Hotel	49.9%	60.9%			-18.1%
Motel	24.4%	13.5%			80.4%
Vacation Rental	17.8%	16.5%			7.6%
Time Share	6.4%	13.0%			-50.8%
Home Owner	0	0			n/a
Total	27.9%	32.0%			-12.8%
Room Rate					
Hotel	\$ 212.00	\$ 209.49			1.2%
Motel	\$ 85.69	\$ 98.38			-12.9%
Vacation Rental	\$ 241.89	\$ 226.40			6.8%
Time Share	\$ 228.76	\$ 95.33			140.0%
Home Owner	\$ -	\$ -			n/a
Total	\$ 214.12	\$ 203.16			5.4%
RevPar					
Hotel	\$ 106.15	\$ 127.52			-16.8%
Motel	\$ 20.87	\$ 13.26			57.4%
Vacation Rental	\$ 42.94	\$ 37.40			14.8%
Time Share	\$ 14.63	\$ 12.35			18.5%
Home Owner	\$ -	\$ -			n/a
Total	\$ 59.76	\$ 64.97			-8.0%
Visitor Information Comparative Statistics For Fiscal YTD					
	June-2019	June-2018		Variance	
Walk In Visitor Count					
Monthly	7123	6277			13.5%
YTD	46,449	45,063			3.1%
Merchandise Sales					
Monthly	\$ 9,143	\$ 5,147			77.6%
YTD	\$ 56,673	\$ 41,744			35.8%
Lift Ticket Sales					
Monthly	\$ -	0			
YTD	\$ 2,667				
Concierge & AT Sales					
Monthly	\$ 61,194	\$ 64,197			-4.7%
YTD	\$ 310,966	\$ 302,060			2.9%
Vacation Planners mailed	79	111			-28.8%

IX-1

Destimetrics Reservations Activity (as of June 30, 2019)					
	FY 2018/19	FY 2017/18		Variance	
Current Month Occupancy	50.9%	54.8%			-7.1%
Current Month ADR	\$ 311	\$ 305			2.0%
Current Month REVPAR	\$ 158	\$ 167			-5.2%
Next Month Occupancy	59.3%	60.4%			-1.8%
Next Month ADR	\$ 413	\$ 419			-1.3%
Next Month REVPAR	\$ 245	\$ 253			-3.1%
Summer Total Occupancy (proj)	39.3%	40.8%			-3.6%
Summer Total ADR (proj)	\$ 336	\$ 323			4.0%
Summer Total REVPAR (proj)	\$ 132	\$ 132			0.2%
Reno Tahoe International Airport					
	May-2019	May-2018		Variance	
Total Passengers Served	354,311	345,740			2.5%
Average Load Factor	74.3%	75.9%			-2.1%
Total Number of Departures	2,008	1,901			5.6%
Non-Stop Destinations Served	19	19			0.0%
Departing Seat Capacity	236108	224424			5.2%
Crude Oil Averages (barrel)	\$ 60.83	\$ 69.98			-13.1%
Notes of interest:					
Frontier Airlines will operate 4 daily non-stops to Las Vegas beginning November 14th					
Conference Revenue Statistics					
(Booked as of May 31st, 2019)	FY 2018/19	FY 2017/18		Variance	
Total Revenue Booked	\$ 2,843,819	\$ 2,441,681			16.5%
Number of Room Nights	14,886	14,992			-0.7%
Number of Delegates	14,763	17,353			-14.9%
Number of Tentative Bookings	63	60			5.0%
Number of Leads Generated	321	275			16.7%
Conference Revenue And Percentage by County:					
	18-19	17-18			
Placer	66.0%	51.0%	\$ 1,864,000	\$ 1,338,489	39.3%
Washoe	10.0%	31.0%	\$ 287,644	\$ 678,366	-57.6%
South Lake	24.0%	16.0%	\$ 692,175	\$ 374,538	84.8%
Nevada	0.0%	2.0%	\$ -	\$ 50,288	-100.0%
Total Conference Revenue	100.0%	100.0%	\$ 2,843,819	\$ 2,441,681	16.5%

Top Website Lodging Referrals (April)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe Resort	99	96
Mourelatos Lakeshore Resort	53	46
The Village at Squaw Valley	51	39
Red Wolf Lakeside Lodge	48	41
Brockway Springs Resort	45	44
Cedar Glen Lodge	44	42
Cedar Crest Cottages	39	38
Cottage Inn at Lake Tahoe	39	35
Meeks Bay Resort & Marina	37	33
Tahoe Moon Properties	36	27
Waters of Tahoe Properties	36	34
Plumjack Squaw Valley Inn	33	31
The Ritz-Carlton, Lake Tahoe	31	31
Tahoe Luxury Properties	29	28
Resort at Squaw Creek	28	26
Stay In Lake Tahoe	27	25
Basecamp Hotel Tahoe City	26	24
Incline Vacation Rentals	26	25
Northstar California Resort	26	26
Sun Bear Realty & Vacation Rentals	26	24
Tahoe Mountain Lodging	26	24
Tahoe Vistana Inn	26	23
West Shore Cafe & Inn	26	24
Squaw Valley Lodge	25	19
Sunnyside Restaurant & Lodge	25	23
Tahoe Biltmore Lodge & Casino	25	24



north lake tahoe

Departmental Reports July 2019

Click [HERE](#) to download Departmental Reports

Summary:

Summer is in full swing at the Visitors Center. Staffing is at capacity. Walk in traffic and merchandise sales are strong.

Staffing:

- Sierra Leske, our new Visitor Service Specialist/Admin, has been successfully trained.
- Part time help for the summer has been secured

Operations:

- Changed phone systems for dramatic savings
- Developing new procedures for Admin
- Bringing in new vendors and merchandise for summer
- Working with Activity Tickets for improved visitor experience on site

Projects:

- End of fiscal inventory
- IV/CB Fireworks Committee Member
- End of fiscal budget review
- Launched and removed barges
- Organized cleanup committee for July 5 beaches.
- GoTahoeNorth website adoption
- Installed bike rack for visitors
- Manage FB/Instagram advertising for premiere partners

Meetings attended:

- Marketing Coop Meeting, Tahoe City
- Bike Path Grand Opening, Incline Village
- Marketing Coop Planning Day, Carnelian Bay
- Firework meetings
- BACC Meeting, Tahoe City
- Shakespeare Donor Reception, Sand Harbor

Andy Chapman

From: Bart Peterson
Sent: Friday, July 12, 2019 5:03 PM
To: Andy Chapman
Cc: Sarah Winters
Subject: Biz Dev Update
Attachments: BLC Master Client List 7.12.xlsx; Council of Graduate Schools 2021 Summer Workshop RFP.pdf

Andy,

Here's my weekly recap and forecast for upcoming events.

Leisure

July 16 – 18 - RSCVA BLC FAM – Kayak from Sand Harbor to Thunderbird Lodge, lunch at Hyatt on 18th. Attendee list attached.

July 19 – Site tours with Ana Hernandez of Best Day Travel to Mourelatos, Tahoe Mountain Lodging, Squaw Valley Lodge and Resort at Squaw Creek

Developing China Ready packet

Developing list of wholesalers our partners have product loaded with in Australia, Mexico and China

Developing distribution list in iDSS of international wholesalers by country and TN & Visit CA trade account managers for quarterly newsletters through iDSS

Developing summary of (3) international offices year end recaps

Planning Air Canada FAM October 15-16, lodging at Hyatt

Planning AU American Express Platinum/Centurion Travel incentive FAM Nov 10-12, lodging at The Ritz

TRAVEL – September 17-19 Active China, NAJ in LA

TRAVEL – November 4-7 LA Sales Mission with RSCVA

TBD Travel – September 3-6 – TN Mexico Sales Mission

Conference

NEW – CVENT – Council of Graduate Schools – 7/8/21-7/14/21. 1,115 rooms. Sent to Hyatt and RSC. Decision date 8/23/19. Lead attached.

Tentative - CVENT – Sacramento Regional Builders Exchange – 10/23/19-10/25/19. 20 rooms. Planning site tour of Granlibakken and Hyatt

Tentative – CVENT – Seed Company – 5/10/20-5/13/20. 26 rooms. Sent to RSC and Ritz. Decision date 7/9/19

TRAVEL – August 24-26 Connect Marketplace in Louisville, KY

Promotions

July 17th – Lake Tahoe TV on site East Shore Trail

August 8th – Lake Tahoe TV 12:15

Let me know with any questions.

Bart

Bart Peterson
Business Development Manager

President/CEO Report
Activities Report
July 17th, 2019

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Oversee agency efforts on behalf of the coop funding partners
 - Development of summer consumer marketing campaign
 - Finalize MCC summer creative
 - Review and approve Coop invoice billing and payments
 - Met with consumer web team to develop and implement revision strategies
 - Met with interim NLTRA CEO on organizational transition process
 - Participating in NLTRA's CEO hiring committee
 - Finalizing FYE 2018/19 Coop expenses
 - Discussed NLT Brand Standards Guideline
 - Develop and executed Coop staff annual retreat
- OPERATIONS & ACCOUNTING
 - Finalized FY 2019/20 Budget
 - 5 day a week Thunderbird tour schedule
- PROJECTS
 - Finalized TART transit extension to Tunnel Creek for June 27th start
 - Executed successful 4th of July firework display
 - Work with Reno Tahoe Territory on International Public Relation project
 - Working with partners on VisitingLakeTahoe.com future efforts
 - Coordinated NV Energy De-Energization meetings
 - Finalized FY 2018/19 Travel Nevada Grant reimbursement
 - Lunch with new IVGID golf director Darren Howard
 - Attended Lakeshore path opening
 - Meet with Morris Publishing on North Lake Tahoe Vacation Planner production
- MEETINGS
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended TMA meeting
 - Attended Reno Tahoe Territory Board meeting
 - Attended Tahoe Prosperity Board meeting
 - Attended IVCB Firework Coalition meeting