



north lake tahoe
Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday November 16th, 2016 3:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday November 16th, 2016 beginning at 3:00 pm. 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.

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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 October Board Minutes (For Possible Action) | Heather Bacon |
| V. Presentation on Winter Consumer Advertising Effort | Augustine Ideas |
| VI. Presentation on Winter Communications/Social Effort | Abbi Agency |
| VII. Review of September TOT Collection Report | Andy Chapman |
| VIII. Review of October Financial Statement
(For Possible Action) | Andy Chapman/
Ava Hinojosa |
| IX. Discussion on Supplemental Net Asset Budget Allocation
For Marketing Coop Distribution (For Possible Action) | Andy Chapman |
| X. Standing Reports | Andy Chapman |
| a. Stats | |
| i. September Occupancy Report | |
| ii. September Room Rate Comparison | |

- iii. October Visitor Center Traffic Log
- b. RTIA Report – September
- c. DestiMetrics Occupancy Report – October

- XI. Coop Departmental Reports Andy Chapman
 - a. Conference Sales
 - b. Leisure Sales
 - c. Website Content
 - d. Communications/Social
 - e. Advertising

- XII. Management Reports Staff
 - a. Visitor Center Operations Update
 - b. Operations & Finance Director Report
 - c. Business Development Manager Report
 - d. CEO Written Report

- XIII. Old Business Heather Bacon

- XIV. New Business Heather Bacon
 - a. SoupFest Date: December 9th
 - b. Next Meeting: January 18th
 - c. RTIA Customs and Border Discussion

- XV. 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.

- XVI. Adjournment – (For Possible Action)

Physically disabled persons desiring to attend should contact Ava Hinojosa 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:

Incline Village Post Office
Crystal Bay Post Office
Incline Village Crystal Bay Visitor Bureau

IVGID Office
Incline Justice Court
Nevada notices - <http://www.notice.nv.gov>