



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday July 19th, 2017 3:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday July 19th, 2017 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 June Board Minutes (For Possible Action) | Heather Bacon |
| V. Review of Draft June FTE Financial Statements
(For Possible Action) | Andy Chapman |
| VI. Discussion and Direction on Hyatt Board Member Seat | Andy Chapman |
| VII. Review of July Dashboard Report | Andy Chapman |
| VIII. Discussion on CEO Salary Review and Performance Incentive
(For Possible Action) | Heather Bacon |
| IX. Coop Departmental Reports | Andy Chapman |
| a. Conference Sales | |
| b. Leisure Sales | |
| c. Website Content | |
| d. Communications/Social | |
| e. Advertising | |

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| X. Management Reports | Staff |
| a. Operations & Finance Director Report | |
| b. Business Development Manager Report | |
| c. CEO Written Report | |
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| XI. Old Business | Heather Bacon |
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| XII. New Business | Heather Bacon |
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| XIII. Director Comments | Heather Bacon |
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| XIV. 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. | |
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| XV. 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/>

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north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

BOARD MEETING MINUTES

Wednesday, June 21, 2017

- I. Call to Order/Roll Call.**
The Incline Village Crystal Bay Visitors Bureau Board Meeting was called to order at 3:15 p.m. by Past Chair Wood. Roll call was taken and the following members were present: Bill Wood, Blane Johnson, Lee Weber-Koch, Legal Counsel Geno Menchetti and Jason Guinasso. Staff in attendance: Incline Village Crystal Bay Visitor Bureau CEO/President, Andy Chapman and Ava Hinojosa, Operations and Finance Director.
- II. PUBLIC COMMENT- Pursuant to NRS 241-020**
Public comment was called by Past Chair Wood. Being no comments, the meeting continued.
- III. Approval of Agenda**
Motion to approve the June agenda by Blane Johnson. Second by Lee Weber-Koch. Approved.
- IV. Approval of May 2017 Board Meeting Minutes**
Motion to approve April Minutes as presented by Lee Weber-Koch. Second by Blane Johnson. Approved.
- V. Review of May Financial Statements**
After review, a Motion to approve May Financial as presented by Lee Weber-Koch. Second by Blane Johnson. Approved.
- VI. Discussion and Final Approval of FY 2017/18 Budget**
CEO Chapman reviewed the Revenue Projections and Budget for Board examination. Specific line-items were addressed. Director Johnson asked staff to assess platforms for better return on IVCBVB Cash Reserve balance.

Motion to approve 2017-18 FY Budget as presented by Lee Weber-Koch. Second by Blane Johnson. Approved.
- VII. Appointment of IVCBVB Board Member**
Board member Lee Weber-Koch completes her term in June 2017 and the board is required to appoint a new member to fill the vacant seat per IVCBVB By-Laws. Three individuals submitted interest to the designated sub-committee and the recommendations from the committee were discussed.

Motion to accept the recommendation of the sub-committee and appoint Mr. Bill Watson as new Board member for the two-year term of 2017-18 and 2019-20 by Blane Johnson. Second by Lee Weber-Koch. Approved.

VIII. FY 2017/18 Board Officer Appointment

IVCBVB officers hold a one-year rotating position and new officers are appointed at the June meeting for the next fiscal year. After discussion, the Board chose the Slate of Officers.

Motion to appoint the following Slate of Officers for the 2017-18 fiscal year by Blane Johnson: Heather Bacon, Chair; Blane Johnson, Vice Chair; Bill Wood, Secretary/Treasurer. Second by Lee Weber-Koch. Approved.

IX. Appointment of NLT Marketing Coop Committee Members

The North Lake Tahoe Marketing Cooperative is made up of 4-members each from the NLTRA and IVCBVB. Each of the two partners appoints members to the committee each year. Staff requests Board appointment for the 2017-18 fiscal year.

Motion to reappoint the prior year committee members to serve another term for the 2017-18 fiscal year and to invite Chris Scalding to join by Blane Johnson. Second by Lee Weber-Koch. Approved. The 2017-18 fiscal year NLT Marketing Coop Committee Members are: Heather Bacon, Chair; Bill Wood, Secretary/Treasurer; Andy Chapman, President/CEO; and Chris Scalding (pending confirmation).

X. Review and Approval of FY 2017/18 Partnership Funding

Each year IVCBVB grants marketing funds for special event efforts in the region. A designated sub-committee met to review all applications and submit recommendations for Board review.

Motion to approve the sub-committee's funding recommendations as presented by Lee Weber-Koch. Second by Blane Johnson. Approved.

XI. Review and Approval of Host Compliance Project

CEO Chapman reviewed the Host Compliance Project and explained the funding revisions submitted.

After discussion, Motion to participate in the Project with additional Funds as staff presented by Blane Johnson. Second by Lee Weber-Koch. Approved.

XII. Review of June Dashboard Report

CEO Chapman reviewed the *June Dashboard Report* highlighting line-items for monthly Revenues and Statistics including a FY comparison. The report included statistics for the Visitor Information Center, Destimetrics Reservations Activity, Reno Tahoe International Airport, and Conference Bookings (tentative and definite).

XIII. Coop Departmental Reports

a. Conference Sales

The Conference Sales staff attended several key meetings and industry events. An activity narrative was submitted for review. Highlights included: hosting a site visit for ASAE XDP and for Benefit Cosmetics. Attending the ASAE XDP conference held in Washington, DC.

b. Leisure Sales

An activity brief was submitted by the Leisure Sales staff showing Travel Trade, FAMs, Media, and Consumer events that staff attended. Highlights included: Hosted Hotel Tonight; and the first Leisure Sales Task Force. Staff is working with tour operators on new product placement; Staff attended California Snow Ski Shows in Australia; International PowWow Sales Mission Show, and will be attending the Visit California UK & Ireland in July.

c. Website Content

CEO Chapman distributed GTN website content summary for Board review.

d. Communications / Social

The Abbi Agency submitted a report that outlined the marketing and social media efforts for May. The report listed the Media Relations Results as 23-Total Placements with a Publicity Value of \$162k. Campaigns: Ale Trail; Human Powered Sports; Tahoe Locals; No Barriers; Summer. Social Media objectives were to highlight Partners, cultural offerings, dual-sport activities and summer-based activities. Social Media statistics for May: Facebook has 980 new fans; Instagram, 976 new followers; and Twitter with 147 new followers.

e. Advertising

Augustine submitted an Advertising Summary outlining creative assets that were developed for both the consumer and MCC markets. Ads targeted: to Families, Outdoor Enthusiasts and Workaholics users in Sacramento and San Francisco with Spring campaign message to *Book Now*. Focus events and entertainment included: AMGEN Tour and Shakespeare. For MCC: Ads resulted in nearly 1k website sessions, up from 736 the month prior, which is a result of utilizing three smaller email message blasts instead of a larger one. Notably, 20 users navigated directly to the *Submit an RFP* page, up 67% from last month.

XIV. Management Reports

a. Operations & Finance Director Report

Director Hinojosa presented a summary outlining Operations and Visitors Center business including Facility, Grounds, and Staff. Hinojosa attends various meetings and participated in specific projects as assigned by CEO Chapman. Highlights include: Implementation of a census method for Visitors Center walk-in guests; Completing an analysis for new Merchant Processing Service Account; Installing interior light boards for advertising displays; Coordinating a FAM tour for staff; working with CEO to finalize FY 2017-18 draft and readying 2016-17 FYE.

b. Business Development Manager Report

An activity brief was submitted by Bart Peterson showing Travel Trade, FAMs, Media, and Consumer events that he participated with on behalf of IVCBVB/NLTMC. Highlights included: hosting a TravelNevada French FAM group; Attending Australia Sales Mission; Securing RFP for Bridgestone Golf to lodge at the Hyatt July 2017 resulting in 180 room nights; and Contracting two new events for Activity Tickets.

c. CEO Written Report

CEO Chapman distributed his Activities Report for review and discussion. Chapman represents IVCBVB by attending various meetings and participation in specific projects with many local and regional agencies and organizations. Highlights include: Finalizing FY 2016-17 FYE budget and preparing FY 2017-18 draft budget for NLTMC; Conducted International Agency RFP for UK/Ireland and Australia/New Zealand; Working with Staff to finalize FY 2017-18 draft for Board approval; Participated in NLTRA CEO Search Committee; and Coordinating with LTVA a lake-wide targeted communication effort.

XV. Review and Direction on FY 2016/17 CEO Performance

On behalf of Chair Bacon, CEO Chapman distributed a Process and Timeline packet in preparation for CEO's annual Performance Review to be discussed next month.

XVI. Old Business

No Old Business was discussed.

XVII. New Business

a. Update NLTRA CEO Hiring Process

NLTRA CEO Evans-Hall last day is June 30 and qualified candidates were interviewed. The Board has elevated one candidate for consideration and an announcement will follow.

XVIII. Director Comments

No comments were offered.

XIX. PUBLIC COMMENTS – Pursuant to NRS 241.020

(This is the time for the Public to comment on any matter, whether it is included on the Agenda of this Meeting.) No public comment was offered.

XX. Adjournment

Motion by Blane Johnson to adjourn the meeting. Second by Lee Weber-Koch. Motion Approved. Meeting adjourned at 4:45 p.m.

Next Board Meeting is scheduled for Wednesday, July 19, 2017 at 3:00 p.m.

Respectfully submitted by:
Ava Hinojosa

June Month End Variance Report

REVENUE

- R250 Fund Transfer: 41% over budget due to strong TOT collections
- R274 Grants: Under budget due to timing of TravelNevada Grant payments
- 46000 Merchandise Sales: 90% over budget due to strong visitor center volumes and sales
- R277 Concierge Sales: 64% Increased revenues over budget due to strong season tour sales

EXPENSES

- 0405 Bank & CC Charges: Under budget due to timing of Merchant Service payment
- 0501 Travel & Lodging: Credit due to NLT Coop payment for sales staff travel
- 0504 Registration: Under budget/savings to budget
- 0601 Hospitality In-Market: Credit due to NLT Coop payment for sales staff expenses
- 0623 Regional Marketing Programs: Under budget/savings to budget
- 0690 Sponsorship: Under budget due to timing, will balance out at FYE final report
- 0751 Concierge Expenses: Over budget by 64%. Offset by increased revenues

June Year to Date Variance Report

REVENUE

- R250 Fund Transfer: 8% over budget due to strong TOT collections
- R273 Marketing Reimbursements: Under budget for the year
- R274 Grants: Under budget due to timing of Travel Nevada grant payments
- 46000 Merchandise Sales: Over budget 16% due to increases retail sales
- R277 Concierge Sales: Over budget 2% with increased with summer June sales

EXPENSES

- 0430 Building Repair: Under budget due timing of repair work/savings to budget
- 0451 Legal and Accounting: Over budget due to increased accounting expense
- 0501 Travel & Lodging: Under budget to credit from NLT Coop for travel expenses
- 0601 Hospitality In-Market: Under budget/savings to budget
- 0622 Advertising Coop: Over budget due to increased Coop funding
- 0623 Regional Marketing Programs: Under budget due lower than expected costs
- 0689 WEB Development: Under budget due to timing
- 0609 Sponsorship: Under budget due to timing
- 0800 Grant Expense: Over budget to display billing.

12:36 PM	INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU			
07/11/17	Profit & Loss Budget vs. Actual			
Accrual Basis	June 2017			
	Jun 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 Fund Transfers	75,492.64	53,603.00	21,889.64	140.8%
R252 Interest Income	14.41	30.00	-15.59	48.0%
R269 On Hold Messaging	100.00	25.00	75.00	400.0%
R270 Miscellaneous Revenue	10.00	1,000.00	-990.00	1.0%
R273 Marketing Reimbursements (MILO NLTM)	0.00	2,500.00	-2,500.00	0.0%
R274 Grants	0.00	10,000.00	-10,000.00	0.0%
R290 Consignment Sales	41.50	150.00	-108.50	27.7%
POS Sales				
46000 Merchandise Sales	6,366.29	3,350.00	3,016.29	190.0%
R277 Concierge	66,320.20	40,344.00	25,976.20	164.4%
Total POS Sales	72,686.49	43,694.00	28,992.49	166.4%
Total Income	148,345.04	111,002.00	37,343.04	133.6%
Cost of Goods Sold				
50000 Cost of Goods Sold	3,311.78	2,245.00	1,066.78	147.5%
Total COGS	3,311.78	2,245.00	1,066.78	147.5%
Gross Profit	145,033.26	108,757.00	36,276.26	133.4%
Expense				
0400 Utilities (Utilities)				
0403 Utilities- Water & Refuse	301.57	310.00	-8.43	97.3%
0402 Utilities-Gas & Heat	73.94	150.00	-76.06	49.3%
0401 Utilities- Electric	174.09	212.00	-37.91	82.1%
Total 0400 Utilities (Utilities)	549.60	672.00	-122.40	81.8%
0305 Payroll	25,878.26	25,560.00	318.26	101.2%
0313 Employers Insurance of Nevada	67.63	75.00	-7.37	90.2%
0314 State Employer Taxes	125.87	125.00	0.87	100.7%
0315 Federal Unemployment	10.01	38.00	-27.99	26.3%
0316 Public Employees Retirement Sys	6,582.32	6,280.00	302.32	104.8%
0319 Employer Medicare/Soc Sec	454.47	375.00	79.47	121.2%
0320 Health Insurance	2,869.20	3,127.00	-257.80	91.8%
0405 Bank & Cr Card Charges	1,075.41	2,185.00	-1,109.59	49.2%
0410 Office Supplies & Expenses	342.94	500.00	-157.06	68.6%
0411 Maintenance/Janitorial	227.33	900.00	-672.67	25.3%
0412 IT - Computers	87.50	337.00	-249.50	26.0%
0420 Postage & Freight	-573.83	174.00	-747.83	-329.8%
0421 Communications	645.18	837.00	-191.82	77.1%
0422 Printing Expenses	0.00	250.00	-250.00	0.0%
0430 Building Repairs & Insurance	135.30	0.00	135.30	100.0%
0451 Legal & Accounting Services	2,559.00	2,810.00	-251.00	91.1%
0460 Contract Services	48.00	750.00	-702.00	6.4%
0461 Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 Equipment Lease & Maint.	682.68	174.00	508.68	392.3%
0470 Misc. Expenses	0.00	250.00	-250.00	0.0%
0501 Travel & Lodging	-3,008.22	2,000.00	-5,008.22	-150.4%
0504 Registrations	0.00	1,000.00	-1,000.00	0.0%
0505 Local Transportation/Car	39.05	174.00	-134.95	22.4%
0507 Meeting Expenses	103.79	606.00	-502.21	17.1%
0601 Hospitality in Market	-1,395.57	1,900.00	-3,295.57	-73.5%
0622 Advertising Co-op	62,500.00	62,500.00	0.00	100.0%
0623 Regional Marketing Programs	968.68	6,375.00	-5,406.32	15.2%
0650 Payroll Expense	105.00	125.00	-20.00	84.0%
0690 Sponsorship	0.00	23,750.00	-23,750.00	0.0%
0730 Special Promotional Items	0.89	0.00	0.89	100.0%
0733 On-Hold Messaging	121.35	108.00	13.35	112.4%
0751 Concierge Expense	58,427.08	35,503.00	22,924.08	164.6%
0990 Depreciation Expense	0.00	5,631.00	-5,631.00	0.0%
51100 Freight and Shipping Costs	225.82			
59900 POS Inventory Adj.-Merchandise	797.12	0.00	797.12	100.0%
Total Expense	164,151.86	188,591.00	-24,439.14	87.0%
Net Ordinary Income	-19,118.60	-79,834.00	60,715.40	23.9%
Other Income/Expense				
Other Expense				
Cash Over/Short (.)	0.15			
Total Other Expense	0.15			
Net Other Income	-0.15			
Net Income	-19,118.75	-79,834.00	60,715.25	23.9%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2016 through June 2017

	Jul '16 - Jun 17	Budget	S Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	1,519,353.44	1,406,150.00	113,203.44	108.1%
R252 · Interest Income	394.95	350.00	44.95	112.8%
R269 · On Hold Messaging	400.00	300.00	100.00	133.3%
R270 · Miscellaneous Revenue	5,533.86	4,000.00	1,533.86	138.3%
R273 · Marketing Reimbursements (MILO NL/TMC)	0.00	5,000.00	-5,000.00	0.0%
R274 · Grants	5,000.00	25,000.00	-20,000.00	20.0%
R275 · Merchandise Revenue	19.50			
R290 · Consignment Sales	1,415.50	150.00	1,265.50	943.7%
POS Sales				
46000 · Merchandise Sales	55,660.72	48,000.00	7,660.72	116.0%
R277 · Concierge	324,599.80	317,400.00	7,199.80	102.3%
Total POS Sales	380,260.52	365,400.00	14,860.52	104.1%
Total Income	1,912,377.77	1,806,350.00	106,027.77	105.9%
Cost of Goods Sold				
50000 · Cost of Goods Sold	32,953.98	32,161.00	792.98	102.5%
52900 · Purchases - Resale Items	440.00			
Total COGS	33,393.98	32,161.00	1,232.98	103.8%
Gross Profit	1,878,983.79	1,774,189.00	104,794.79	105.9%
Expense				
0400 · Utilities (Utilities)				
0403 · Utilities- Water & Refuse	3,624.30	3,500.00	124.30	103.6%
0402 · Utilities-Gas & Heat	1,314.59	1,800.00	-485.41	73.0%
0401 · Utilities- Electric	2,267.38	2,500.00	-232.62	90.7%
0400 · Utilities (Utilities) - Other	-27.52			
Total 0400 · Utilities (Utilities)	7,178.75	7,800.00	-621.25	92.0%
0305 · Payroll	307,016.18	306,632.00	384.18	100.1%
0313 · Employers Insurance of Nevada	924.00	845.00	79.00	109.3%
0314 · State Employer Taxes	1,775.29	1,500.00	275.29	118.4%
0315 · Federal Unemployment	456.71	500.00	-43.29	91.3%
0316 · Public Employees Retirement Sys	75,237.69	75,350.00	-112.31	99.9%
0319 · Employer Medicare/Soc Sec	9,070.88	4,500.00	4,570.88	201.6%
0320 · Health Insurance	33,567.16	37,557.00	-3,989.84	89.4%
0321 · Employee Training	1,041.25	2,000.00	-958.75	52.1%
0405 · Bank & Cr Card Charges	18,683.35	18,272.00	411.35	102.3%
0410 · Office Supplies & Expenses	6,655.02	6,000.00	655.02	110.9%
0411 · Maintenance/Janitorial	18,692.89	17,800.00	892.89	105.0%
0412 · IT - Computers	6,130.55	4,000.00	2,130.55	153.3%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	6.97	1,500.00	-1,493.03	0.5%
0420 · Postage & Freight	1,349.91	2,000.00	-650.09	67.5%
0421 · Communications	10,025.53	10,000.00	25.53	100.3%
0422 · Printing Expenses	2,461.74	1,000.00	1,461.74	246.2%
0430 · Building Repairs & Insurance	6,841.02	15,000.00	-8,158.98	45.6%
0451 · Legal & Accounting Services	36,850.00	33,500.00	3,350.00	110.0%
0460 · Contract Services	1,573.00	3,000.00	-1,427.00	52.4%
0461 · Remote Offices	42,000.00	42,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	3,298.34	2,000.00	1,298.34	164.9%
0470 · Misc. Expenses	2,726.21	3,000.00	-273.79	90.9%
0473 · Dues & Subscriptions	3,375.37	4,000.00	-624.63	84.4%
0474 · License & Fees	121.25	100.00	21.25	121.3%
0501 · Travel & Lodging	3,312.85	15,000.00	-11,687.15	22.1%
0504 · Registrations	2,903.00	4,000.00	-1,097.00	72.6%
0505 · Local Transportation/Car	682.88	2,000.00	-1,317.12	34.1%
0507 · Meeting Expenses	5,593.84	7,250.00	-1,656.16	77.2%
0601 · Hospitality in Market				
0601.5 · In House	4,514.85	0.00	4,514.85	100.0%
0601 · Hospitality in Market - Other	1,122.62	7,600.00	-6,477.38	14.8%
Total 0601 · Hospitality in Market	5,637.47	7,600.00	-1,962.53	74.2%

V-3

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2016 through June 2017

	Jul '16 - Jun 17	Budget	S Over Budget	% of Budget
0622 · Advertising Co-op	885,000.00	735,000.00	150,000.00	120.4%
0623 · Regional Marketing Programs	14,577.02	29,500.00	-14,922.98	49.4%
0650 · Payroll Expense	1,535.00	1,500.00	35.00	102.3%
0689 · WEB Development	0.00	7,000.00	-7,000.00	0.0%
0690 · Sponsorship	69,977.84	95,000.00	-25,022.16	73.7%
0691 · Shuttle Subsidy/Sponsorship	26,000.00	26,000.00	0.00	100.0%
0730 · Special Promotional Items	1,806.78	2,000.00	-193.22	90.3%
0733 · On-Hold Messaging	1,411.08	1,300.00	111.08	108.5%
0751 · Concierge Expense	283,312.66	279,312.00	4,000.66	101.4%
0800 · Grant Expenses	11,942.58	0.00	11,942.58	100.0%
0990 · Depreciation Expense	0.00	5,631.00	-5,631.00	0.0%
51100 · Freight and Shipping Costs	492.03			
59900 · POS Inventory Adj -Merchandise	7,289.12	0.00	7,289.12	100.0%
61200 · Cash Drawer Payouts	-1.00			
Total Expense	1,918,532.21	1,817,949.00	100,583.21	105.5%
Net Ordinary Income	-39,548.42	-43,760.00	4,211.58	90.4%
Other Income/Expense	-10.64			
Net Income	-39,559.06	-43,760.00	4,200.94	90.4%

V-4

July Dashboard

7/12/2017

Revenues & Stats				
	17-May	16-May	Variance	
Grant Revenues				
Monthly	\$ 81,385	\$ 72,229	12.7%	
YTD	\$ 81,385	\$ 72,229	12.7%	
Total Taxable Revenues	\$ 2,445,581	\$ 2,167,820	12.8%	
	May Actual	May Budget		
Monthly	\$ 81,385	\$ 77,457	5.1%	
YTD	\$ 81,385	\$ 77,457	5.1%	
Occupancy				
Hotel	56.8%	53.8%	5.6%	
Motel	11.6%	9.7%	19.6%	
Vacation Rental	11.3%	8.8%	28.4%	
Time Share	11.9%	7.3%	63.0%	
Home Owner	n/a	n/a	#VALUE!	
Total	27.2%	24.7%	10.1%	
Room Rate				
Hotel	\$ 203.98	\$ 189.38	7.7%	
Motel	\$ 90.84	\$ 103.24	-12.0%	
Vacation Rental	\$ 230.58	\$ 212.86	8.3%	
Time Share	\$ 79.45	\$ 151.78	-47.7%	
Home Owner	n/a	n/a	#VALUE!	
Total	\$ 196.78	\$ 188.02	4.7%	
RevPar				
Hotel	\$ 115.79	\$ 101.91	13.6%	
Motel	\$ 10.53	\$ 9.99	5.4%	
Vacation Rental	\$ 26.13	\$ 18.70	39.7%	
Time Share	\$ 9.47	\$ 11.04	-14.1%	
Home Owner	n/a	n/a	#VALUE!	
Total	\$ 53.45	\$ 46.37	15.3%	

Visitor Information Comparative Statistics For Fiscal YTD				
	Jun-17	Jun-16	Variance	
Walk In Visitor Count				
Monthly	6661	7252	-8.1%	
YTD	47102	47034	0.1%	
Phone				
Monthly	1,424	1,150	23.8%	
YTD	n/a	n/a	#VALUE!	
Merchandise Sales				
Monthly	\$ 6,366	\$ 5,263	21.0%	
YTD	\$ 55,661	\$ 53,414	4.2%	
Concierge & AT Sales				
Monthly	\$ 66,320.00	\$ 43,516.00	52.4%	
YTD	\$ 324,600.00	\$ 288,403.00	12.6%	
Vacation Planners mailed	140	103	35.9%	

Destimetrics Reservations Activity (as of June 31st 2017)				
	FY 2016/17	FY 2015/16	Variance	
Current Month Occupancy	56.0%	55.0%	1.8%	
Current Month ADR	\$ 302	\$ 284	6.3%	
Current Month REVPAR	\$ 169	\$ 157	7.6%	
Next Month Occupancy	63.0%	65.0%	-3.1%	
Next Month ADR	\$ 418	\$ 374	11.8%	
Next Month REVPAR	\$ 264	\$ 243	8.6%	
Summer Total Occupancy (proj)	42.0%	44.0%	-4.5%	
Summer Total ADR (proj)	\$ 328	\$ 298	10.1%	
Summer Total REVPAR (proj)	\$ 139	\$ 131	6.1%	

Reno Tahoe International Airport		
	May-17	May-16
Total Passengers Served	317,935	288,763
Average Load Factor	85.8%	85.6%
Total Number of Departures	1,738	1,570
Non-Stop Destinations Served	23	22
Departing Seat Capacity	211,957	185,143
Crude Oil Averages (barrel)	\$ 48.48	\$ 46.71

Notes of interest:

Delta will operate a Saturday only RNO to Minneapolis starting June 17th
Delta will increase daily operations from 4 flights to 5 flights between RNO and Salt Lake on Sept 10th

Conference Revenue Statistics			
(booked as of April 30th)	FY 2016/17	FY 2015/16	Variance
Total Revenue Booked	\$ 3,617,429	\$ 3,695,221	-2.1%
Number of Room Nights	20,312	19,253	5.5%
Number of Delegates	18,552	20,259	-8.4%
Number of Tentative Bookings	71	79	-10.1%
Number of Leads Generated	244	194	25.8%
Conference Revenue And Percentage by County:			
	16-17	15-16	
Placer	67.2%	72.9%	-9.7%
Washoe	21.1%	19.4%	6.5%
South Lake	11.3%	6.4%	72.4%
Nevada	0.3%	1.2%	-73.7%
Total Conference Revenue	100.0%	100.0%	-2.1%

VH 1

Top Website	Lodging Referrals (June)	Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe		267	252
Mourelatos Lakeshore Resort		175	162
Meeks Bay Resort & Marina		165	156
Hyatt High Sierra Lodge		142	137
Cedar Glen Lodge		137	125
Northstar California Resort		125	115
Sunnyside Restaurant & Lodge		114	109
Cedar Crest Cottages		112	105
Cottage Inn at Lake Tahoe		112	104
Fox Den Cottages		112	61
Tahoe Biltmore Lodge & Casino		112	106
The Ritz-Carlton, Lake Tahoe		101	96
Tahoe Mountain Lodging		95	87
Tahoe Truckee Factory Stores		90	56
West Shore Cafe & Inn		85	82
Big 7 Motel		81	58
River Ranch Lodge and Restaurant		81	75
Tahoe Luxury Properties		80	76
Franciscan Lakeside Lodge		79	74

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north lake tahoe

Departmental Reports
June 2017

June 2017 Conference Report

In June 2017 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff attended Caesars Entertainment Client Event at Harrah's & Harvey's Lake Tahoe. Over 60 meeting planners were in attendance from all over the country May 30- June 1, 2018.

Staff conducted a general site visit with Jennifer Hernandez from AVST. She attended the Caesars Entertainment Client Event and extended her stay. The properties included the Hyatt Lake Tahoe, Plump Jack Squaw Valley Inn and the Resort at Squaw Creek during the site visit June 1-2, 2018.

Staff had a conference call with the new Basecamp property in Tahoe City to discuss marketing strategy and the services the conference sales department can provide to hotels.

Staff met with Event Specialists to discuss the conference sales program and the services we could provide to an event production company such as theirs.

Staff met with Escape Triathlon series, CHP, Placer County and Squaw Valley to discuss the details of the October 2018 event we are bidding on.

Staff participated in a post conference call with RSCVA and Reno properties regarding the XDP Conference in Washington DC.

Staff attended the grand opening of the Edgewood Tahoe Lodge in South Lake Tahoe.

Staff met with the sales staff from The Landing Resort to discuss the conference sales program.

Staff participated in a conference call with the Augustine Agency to discuss FY 17-18 strategy

Staff attended the monthly NLTRA Marketing Committee meeting

Staff attended the No Barriers Summit at Squaw Valley on June 2, 2018. This event returned to Squaw Valley after more than 10 years. The No Barriers Summit is a premiere immersive event that brings together people of all abilities who are transcending barriers to unleash their fullest potential and live a life of purpose. The Summit provides inspirational storytelling, curriculum to live by, authentic experiences, a showcase of innovations to prove that anything is possible, and connection to others who will help you get from where you are to where you want to be. This event will return to Resort at Squaw Creek and Squaw Valley in June 2019. Over 900 room nights were generated from this program.

Staff conducted site visit with SCI – Shared Services LLP on May 31, 2018. This company is considering Hyatt Lake Tahoe for a May 2018 program. 160 room on peak; 880 total room nights.

Staff attended joint the joint chamber mixer with Truckee in Squaw Valley for the kick off to Tuesday Bluesdays and a farewell to our CEO, Sandy Evans Hall.

Staff attended weekly sales staff meeting at NLTRA office

Staff hosted 7 clients with Reno Tahoe at Jerry Seinfeld concert in Las Vegas June 18, 2018

Staff attended MPI WEC June 18-22, 2108 in Las Vegas and had 23 one-on-one appointments. The following are key accounts our conference team will be following up on:

1. Builder MT

- Potential RFP for September – October 2018, 200 rooms on peak; 800 total room nights

2. Net Services Company

- Potential for RFP Quarterly board meetings in 2017-2018. 25 rooms on peak; 50 room nights; Mon-Wed.
- Potential RFP for Stockholders meeting in September 2021 or 2012. 150 room on peak; 300 room nights; Sun-Tue.
- Potential RFP for Winter Sales Meeting in January – March 2019. 45 rooms on peak; 205 room nights; Sun-Fri. 2018 the program is at Meadow Wood in Napa.

3. Meet Meetings

- Potential RFP for October 2017, 32 rooms on peak; 106 total room nights for a Premium Beverage Company.

4. Jones Lang LaSalle

- Potential RFP for July 2019 Annual Summer Client 50 rooms on peak; 120 total room nights.
- Potential RFP for a Ski Incentive Program in January – February 2019; 55 room; 110 room nights.

5. Marine Corps Leage

- Potential RFP for Mid-Winter Meeting for 2020 150 rooms on peak; 700 room nights. Rates need to be under \$120.

6. Veterinary Cancer Society

- Potential RFP for May 2021. 75 room on peak; 225 room nights; Sun-Wed

7. AIGA

- Potential RFP for May-June 2019. 250 rooms on peak; 600 room nights; Thurs-Sunday.

Staff sent out invites to the June 28th NorCal DMO Reps event in San Jose to meeting planners in the Silicon Valley. Expected attendance is 30 planners. Northern California Destination Marketing Organization Representatives – better known as NorCal DMO Reps – is comprised of several Destination Marketing Organization representatives (also known as Convention & Visitor Bureau representatives) from around North America. Each representative has an office

IXA-2

based in the greater Northern California region. NorCal DMO Reps is a fast growing organization whose mission is to convey the value of using DMO's to the meeting planning industry while providing an avenue for personal connections to each individual destination. NorCal DMO reps combine our resources to participate as an organization in local area trade shows and special client events, allowing us to highlight our individual destinations and profile the benefits of utilizing a DMO's services.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of June, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business

Leisure Departmental Report
June Marketing Committee Meeting
6.27.17

TRAVEL TRADE INFORMATION:

- RFP's for our international contracts are out & final contracts & scope of work from each of the selected offices will go to the NLTRA board on June 28th.
 - Both Gate 7 & Black Diamond have been selected, both are currently our international offices
- Site Visits:
 - Bonotel in town June 21-23rd for site visits. NLT also purchased a full page placement in 2018 brochure.
- Marketing Collaboratives that are underway:
 - **Inthesnow.com**, UK's largest Ski Publication. June-August program, which includes the following: creating a destination showcase on the website, social media promotion of NLT, newsletter sent out to the 140K database, dedicated section of the home page.
 - **Morris Media, Australia**: This program includes a feature in the North American Ski Magazine as well as the following digital pushes: website leaderboard, website leader of the week, newsletter feature of the week, website video of the week (completed twice). Program runs August-November in Australia
 - **Ski.Com** – a newsletter has been purchased with partners in the destination. This newsletter will go out to entire reservations database (195K) with hotel deals. Four partners have bought into this marketing collaborative and newsletter will go out on November 15th
 - **Travel Plan, Australia**: Exclusive newsletter to go out to their travel agent database of 22,500. Date set for late August.

TRADESHOW INFORMATION:

- Bart attended Snow Ski Shows in Australia , May 20-28th
- Attended International Pow Wow, June 5-9th
 - 55 appointments were conducted, leads to go out in the coming weeks.
- Bart will be attending the Travel Nevada Receptive Operator Showcase on June 22nd in San Francisco followed by sales calls in the bay area.
- Visit California UK & Ireland Sales Mission – July 8-16th

TRAVEL TRADE FAMS

- Biggest Little City Reno FAM July 25-26th

MEDIA:

- Summer Adventure information submitted to Visit California for their monthly UK newsletter
- Wanderlust Yoga & Music Festival
 - UK Journalist, Jessica Barret from the Guardian will be joining us in destination

MISC:

- Travel Trade Website:
 - The shell of the travel trade website is created. Working on Shelley to complete this, estimated completion date is June 30th
- Created 2017/2018 goals & budget



professional creative services

June, 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events


Shelley Fallon

Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

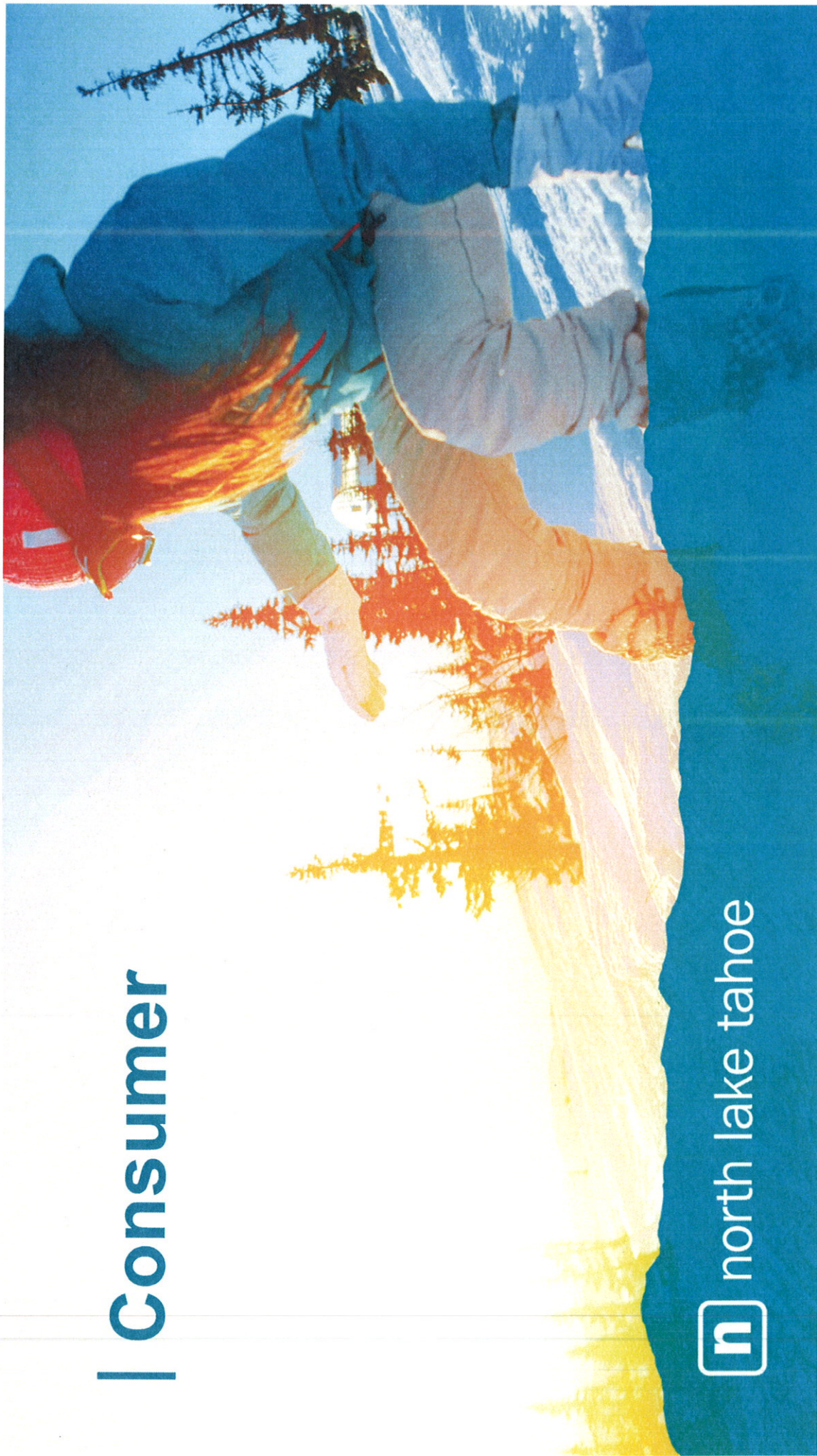
fallonmultimedia.com

IX C-1

| June Marketing Recap

 north lake tahoe

| Consumer



 north lake tahoe

Executive Summary

- The outdoor booth was printed in June and delivered to be used at in-market events for brand awareness.
- The Summer consumer campaign started off very strong, resulting in over 2.2K book now conversions at a cost of \$13 per conversion. Comparatively, the Spring campaign averaged a \$32 cost per book now conversion and the Winter campaign drove bookings at a cost of \$55 per.
- Paid social performed particularly well, resulting in 1K bookings at \$10 per booking. Ads targeted toward families and older travelers resulted in the most conversions, while ads aimed at younger experience seekers garnered more engagement and traction on social.
- As click through rates increased as a result of fresh creative, so did engagement on social ads. Overall engagement increased by 185% from May, including a nearly 2K increase in post reactions.
- Consumer email ads featured their second-strongest month to date, driving nearly 3K website sessions and 17 book now conversions. Overall, email continues to drive high-quality web traffic with highly-engaged users. The only other month with more book now conversions was February with 57.

Executive Summary

- Prospecting ads reached nearly 2.5M users in June, with an impressive 0.27% clicking on the ad. As a result, our retargeting efforts were able to secure 178 additional book now conversion on top of the 60 stemming from prospecting.
- TripAdvisor ads resulted in over 900 conversions in June. Notably, the \$4.37 cost per conversion on the site is the lowest of any so far this year.
- Fresh creative for the Summer campaign resulted in dramatic performance improvements on digital ads, including an over 2X increase in click through rates. In addition, book now conversions from display ads increased by 18% from May.
- On paid search, book now conversions dropped slightly in June while cost per conversion figures increased slightly. Notably, this is the first month of the Summer campaign, and we usually see performance increase as optimizations take effect. So far, ads pertaining to beaches, kayaking, and paddle boarding are resulting in book now conversions.
- Paid search ads continued to convert best on desktop devices while mobile and tablet devices featured higher click through rates. This suggests users are doing their research on mobile, and then later converting on desktop either directly through the ads, or more likely, organically.

Display Ad Examples

Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 919K
Clicks: 3K
CTR: 0.32%
Landing Page Visits: 4
Book Now Conversions: 17
CVR: 0.57%

Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 805K
Clicks: 2K
CTR: 0.26%
Landing Page Visits: 0
Book Now Conversions: 17
CVR: 0.81%

Workaholics

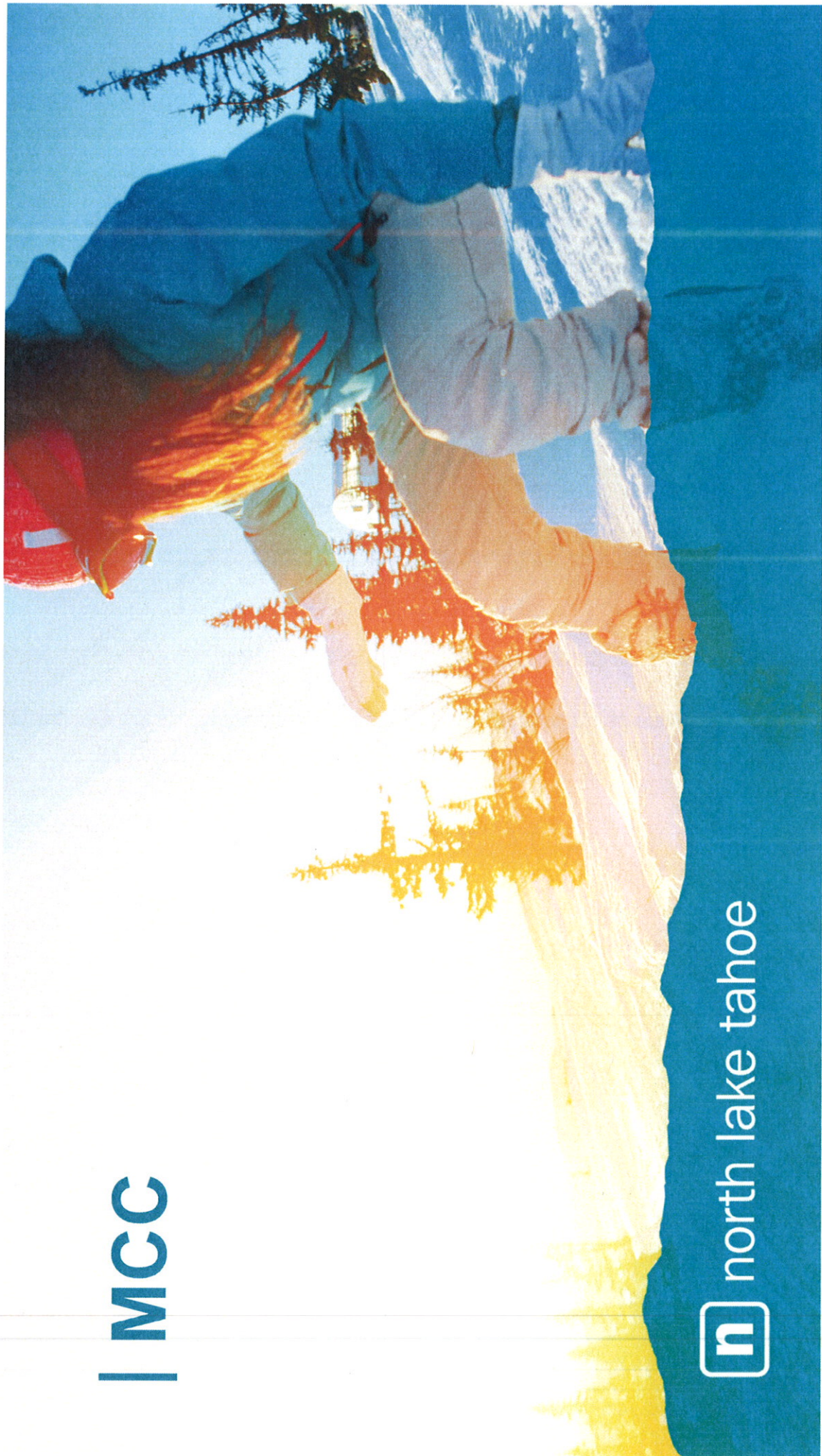
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90


Impressions: 724K
Clicks: 1.4K
CTR: 0.20%
Landing Page Visits: 0
Book Now Conversions: 26
CVR: 1.82%

June Marketing Report | Consumer

IXD-5

| MCC



 north lake tahoe

IX D-6

Executive Summary

- MCC ads continued to drive considerable website traffic in June, resulting in over 880 sessions. In addition, users from ads spent nearly two minutes on the website and viewed over three pages per session.
- Notably, 41% of users from MCC ads landed on the meetings page while 15% landed on the lodging page. The largest share of those who landed on the meetings page navigated to the submit an RFP, large meeting facilities, and homepages.
- Email ads remained the leading traffic generator for the MCC campaign, resulting in 774 sessions this month. Traffic from this medium spent just over two minutes on the site and viewed over 3.2 pages per session.
- Social ad performance trended downward the past two months, with cost per click figures eclipsing the \$3 mark. In addition, engagement rates on ads have decreased from 0.25% in the beginning of the year to 0.07% this month.

MCC Social Ad Examples

Facebook Prospecting

Impressions: 77K
Link Clicks: 399
CTR: 0.52%
Engagement Rate: 0.05%

Instagram

Impressions: 2.7K
Link Clicks: 3
CTR: 0.11%
Engagement Rate: 0.67%

Facebook Video


Impressions: 6.3K
Link Clicks: 58
CTR: 0.92%
Engagement Rate: 0.05%

A scenic photograph of a lake at sunset or sunrise. The sky is a mix of blue, orange, and yellow, with a large white rectangular box in the center. The box contains the text "Thank You" in a bold, black, sans-serif font. The lake is calm, reflecting the sky and the surrounding green trees. The trees are dense and appear to be evergreens.

Thank You

IX D-9

June Recap

 north lake tahoe



Public Relations Results Content Review Social Media Update Tahoe Locals Campaign

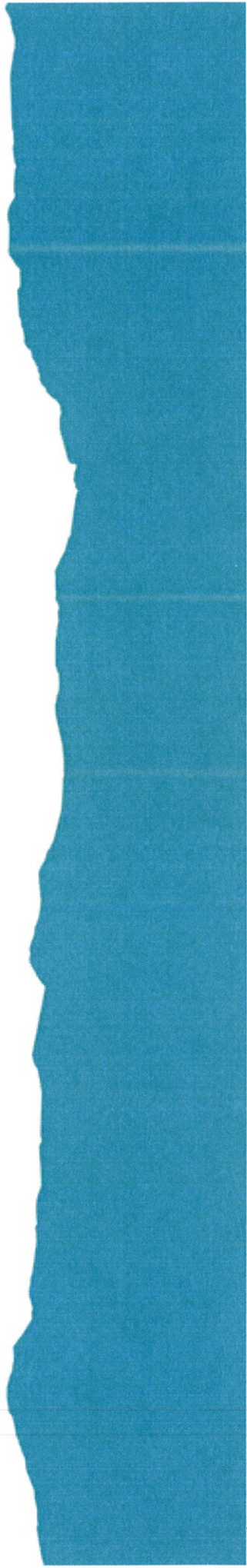
PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audience destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: journalist must identify with a specific target audience and/or campaign significant reach, is located in a non-stop flight city and/or drive market

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts, news



PUBLIC RELATIONS RESULTS

PLACEMENTS: 16

PUBLICITY VALUE: \$614,764

PUBLICATION HIGHLIGHTS: Huffington Post, GoodDay Sacramento, Mountain Living, Fox Fresno 26, LA Times

FAM COORDINATION: Christopher Elliot (Huff Post), Jane Ko (A Taste of Koko, Austin) Stachelski (Society Letters, Huff Post), Ray Navis (Santa Barbara Independent, OC Reg Mercury News)

NOTABLE PITCHES: What's New, Dual Winter Mountains in Summer, July 4th, Festivals Culture + Museums, Wanderlust, Autumn Food & Wine

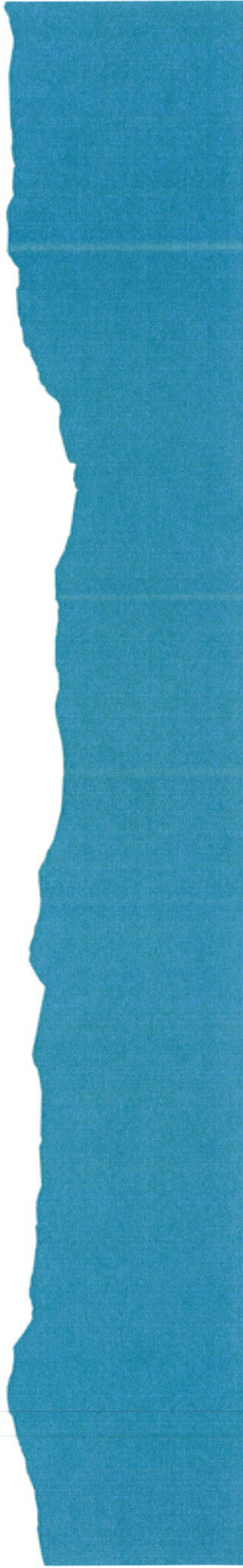
COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social media)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, announcements, lodging and flight deals, social images and seasonal highlights (distributed monthly)

CAMPAIGNS: Human Powered Sports, Tahoe Locals, Ale Trail, Dual Sport Days, Culture & Events & Festivals



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 3

What's New & Exciting, The Ultimate Summer of Festivals & Events, Maximize Summer in Trip-Planning Resources (collaboration with South Lake Tahoe)

BLOGS POSTED: 4

7 Reasons to Explore Wellness in North Lake Tahoe: 161 shares across social
North Lake Tahoe Summer Festival Guide: 356 shares across social
18 New & Exciting Things to do in North Lake Tahoe This Summer: 942 shares across social
Tee Off This Summer in North Lake Tahoe, A Golfer's Paradise: 13 shares across social



CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 3

Elevate Your 4th of July plans with all that is new in North Tahoe

13% open rate, 3% click-thru

Calling All Beer & Music Lovers to Northstar California

11% open rate, 5% click-thru

Time to hit RESET and plan a wellness getaway in North Lake Tahoe

11% open rate, 5% click-thru

SOCIAL MEDIA

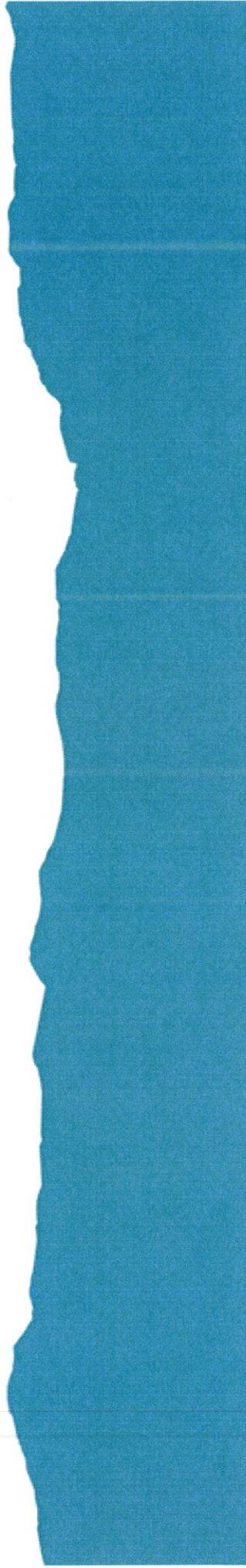
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners, cultural offerings, promote human powered sports. Feature the Tahoe community. Integrate the blog/website into social media as an integrated approach.

OBJECTIVES: Promote and create awareness of upcoming summer and 4th of July activities focus on areas where Dual-Sports is still an option. Soft launch the weekly event guide on promote 4th of July weekend activities. Promote summer concerts and opening day at the Utilize human powered sports assets in new ways across social media (i.e. Human Powered guide/album across Instagram). Soft-launch Spotify playlists.

CAMPAIGNS: Hashtag (#TahoeNorth), Weekly Event Guide

ENGAGEMENT TACTICS: RAY Instagram Takeover, Boating Opening Facebook Live (3 months)
16-17 FY)



SOCIAL MEDIA UPDATE

JUNE GROWTH:

- Facebook: 402 New Fans
- Instagram: 630 New Followers
- Twitter: 196 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Live:

Thunderbird Lodge Drone: 12,819 Reach, 4 reactions, 39 Shares

Bluesdays #1: 10,108 Reach, 2.5k Views, 104 shares

Bluesdays #2: 9,134 Reach, 2.9k views, 90 R shares

Alpenglow: 8,457 Reach, 2.9k views, 106 Reactions

Opening Weekend for Golf: 24,042 Reach, 1 Reactions, 1 share.

SOCIAL MEDIA UPDATE

Top Facebook Post: 993 Reactions, 42 Comments, 85 Shares, 15,599 Reach

Top Facebook Share: 3,331 Reactions, 405 Comments, 68,850 Reach

Top Instagram Post: 4,298 Likes, 113 Comments, 27.9k Reach

North Lake Tahoe updated their cover photo.
June 14 at 3:24pm · 📍

After this past winter, Lake Tahoe now has over 780 billion gallons of water! Sounds to us like it's going to be a great summer. How do you plan to spend your summer days on the North shore?
Photo Credit: Ryan Salm



Like Comment Share


85 shares

Kelly Benson, Liz Bowling and 814 others

Top Comments ·

23 Comments

tahoenorth Following



tahoenorth Like surfing on glass. So far, summers up at Tahoe are looking pretty great.
Video: @RenoTahoe @breezeturner @lakeshoresup #TahoeNorth
load more comments
clairearmstrong It is but it's really fun! @eversoeerica
adgarner_87 Sand harbor @jamiejay717
whynotwellness One month cannot wait!!! @kev.in.tahoe
charlotte_armstrong_ It is very tricky! But when you get it right it's awesome @eversoeerica
vcmvc I hope 2018 is just as epic.
disuspencemixtapes @brittanyyoder I'm

4,298 likes

15,992 views
JUNE 28

Add a comment...

North Lake Tahoe updated their cover photo.
June 21 at 3:24pm · 📍

After this past winter, Lake Tahoe now has over 780 billion gallons of water! Sounds to us like it's going to be a great summer. How do you plan to spend your summer days on the North shore?
Photo Credit: Ryan Salm



Like Comment Share

85 shares

Kelly Benson, Liz Bowling and 814 others

Top Comments ·

23 Comments

TAHOE LOCALS CAMPAIGN

CAMPAIGN LAUNCH: July 23

Assets: Press Release, corresponding blog posts, photography, dedicated newsletter, video

Distribution: North Lake Tahoe Social Media & Content Channels, GTN Website, local and regional media

Local Influencer Campaign: Identify key locals to share videos and blogs on personal and community working with local media to share stories / digital content.

Talent Request: share blogs, photography, videos on social channels (one-sheet with best practices, channels).

Considerations: Local Advertising/PR with KTKR (local lowdown), Tahoe Quarterly, YouTube Channel



TAHOE LOCALS CAMPAIGN



Episode One: JENNI CHARLES

Lead Singer/Fiddle Player: Dead Winter Carpenters

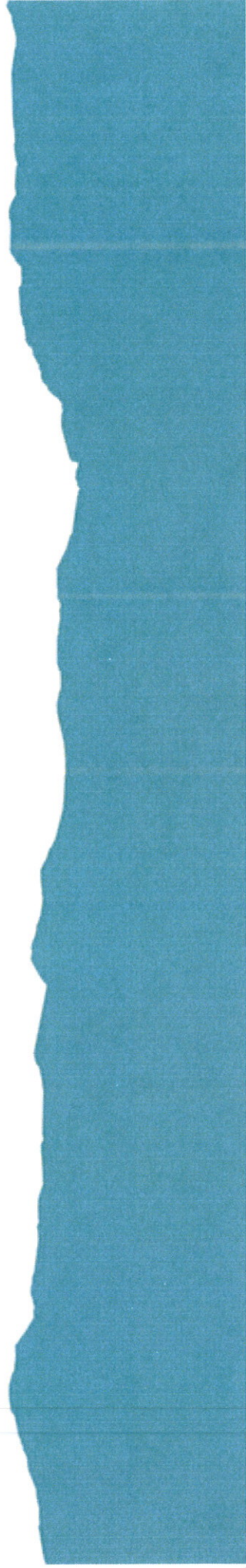
Brand Category: Music / Entertainment



Episode Two: ADRIAN & ERIKA

Outdoor Adventurers; World-Class

Brand Category: Adventure; High Altitude



TAHOE LOCALS CAMPAIGN



GEORGE WHITTELL/BILL WATSON

Property Highlights; Exploration of History and Culture

Brand Category: Arts/Culture



DOUGLAS DALZELL

Chef-Owner: Wolfdales Cuis

Brand Category: Food /



Thank You

Summary:

Walk-in stats reveal visitors from our Leisure drive markets: Southern California, Bay area, Nevada, Oregon, Texas, Arizona and Colorado; Fly markets: Florida, Tri-State (NY, NJ, PA) areas, and Midwest; and International markets: Germany, UK, France and Spain. Residents continue to visit the Center for current happenings, merchandise and tours.

Highlights:

- Visitor Information Center Activity Statistics (see June dashboard).

Notes:

- Met with account managers from Central Payment Merchant Processing services. Migration process to be completed by September 1 for merchandise sales and Activity Tickets ecommerce site. With the new processing service, we will be able to facilitate sales for an Asian market, as well as, a Mobile POS.
- Continue to streamline internal operating procedures for efficiencies.
- Completed Q4- Physical Inventory and analyzing the Valuation for FYE.
- Ready 2016-17 FYE for August meeting with CPA Brad Capurro.
- Completing the FYE State of Nevada Audit (WC).
- Staff annual performance evaluations are in progress with reviews scheduled for July/August.
- Hired a seasonal part-time Guest Services staffer.
- Troubleshooting Activity Tickets website.
- Internal light boards in Visitors Center are installed with two film creatives displaying Concierge and Activity Tickets products.
- Developing a Rack Card criteria for individual lodging partners.
- Continue to work with NDOW to become a Nevada Fishing License venue.
- Gallery: Historical exhibit is being prepared for public viewing. An opening reception has yet to be determined.
- Coordinating with IVGID and Washoe County for placement of a historic Pioneer Wagon, Bear Woodcarving and Washoe Indian Galis Dungai on the grounds of the Visitors Center.
- Participating as an active member of the multi-organizational steering committee for the winter event *Northern Lights*. Preparation for this event is ongoing.
- Managed regional ad and editorial for local activities and events (RTT, Tahoe Weekly).
- Attended: ICBA Board meeting and IVGID Trustee meetings; and continue to strengthen community relations with area partners.

Sales Department Report for June 2017

Staff – Bart Peterson – Business Development Manager

6/5 – The Lodging Company FAM

6/16 - IVCBVB Partnership Funding Review Meeting

6/22 – Travel Nevada travel agent event in the Bay Area

6/23 – Bay Area meetings with cycling tour operators in GAMBIA and Backroads

Activity Tickets product activation for Red, White and Tahoe Blue Wine & Cheese and Beer & Brat events

Pitched Activity Tickets to Wild Society, Reel Deal Fishing Charters and Airplane Tours

Lead generated for Black Crows group of (50) September 18-20 to Granlibakken and Northstar

Wrote 1-page on North Lake Tahoe translated to Chinese, Spanish, French, German, Dutch, Hindi, Japanese and Portugese

Leads input into iDSS from IPW, RTO and ITB

X B-1

President/CEO Report
Activities Report
July 19th, 2017

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Finalized FY 2017/18 Detailed Coop Budget
 - Review and final FY 2016/17 year-end budget with related budget carry-over determination
 - Held NLT Coop committee meeting
 - Finalized UK/IR International Representation Contract
 - Finalized AUS/NZ International Representation Contract
 - Finalized Abbi Agency PR/Social Contract
- OPERATIONS & ACCOUNTING
 - Finalized FY 2017/18 IVCBVB budget
 - Finalized FY 2016/17 year end budget
 - Working with accountant on year end financial report and tax filing
 - Completed summer staff hiring for visitor center
 -
- PROJECTS
 - Participating in NLTRA CEO Search Committee
 - Participating on TRPA APC Transportation Measurement Taskforce
 - Attended Northern Lights project meeting
 - Continued development of Lake Tahoe Film Festival program
 - Continued Coop sales team meeting
 - Working with SSMC partners to determine course of action and next steps for organization
 - Continued Assistance with NLTRA on CEO/CMO transition plan
 - Submitted final invoice request on TravelNevada display grant
- MEETINGS
 - Conducted MCC strategic planning session
 - Attended meeting with S&J on Webcam strategy
 - Attended SSMC meeting
 - Attended NLTRA Marketing Committee Meeting
 - Attended NLTRA board meeting
 - Attended NLT Coop meeting
 - Held sales staff meeting
 - Held vendor partner status meeting