



**AGENDA**  
**Board Meeting**  
**Lake Tahoe Incline Village Crystal Bay Visitors Bureau**  
**Wednesday June 20<sup>th</sup>, 2018 3pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday June 20<sup>th</sup>, 2018 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.

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|---|---|
| <b>I. Call to Order/Roll Call</b>   | <b>Heather Bacon</b>  |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether</b><br><b>or not it is included on the Agenda of this meeting.</b> | <b>Heather Bacon</b>  |
| <b>III. Approval of Agenda (For Possible Action)</b>  | <b>Heather Bacon</b>  |
| <b>IV. Approval of May Board Minutes (For Possible Action)</b>  | <b>Heather Bacon</b>  |
| <b>V. Discussion on SR 28 Shared Bike Path/East Shore Project (30 min)</b>  | <b>Danielle Hughes/TTD</b><br><b>Nick Johnson/NDOT</b>  |
| <b>VI. Discussion on North Lake Tahoe/Nevada Transportation (30 min)</b>  | <b>George Fink/TTD</b><br><b>Michelle Glickert/TRPA</b><br><b>Kira Smith/TRPA</b><br><b>Will Gardner/TART</b> |
| <b>VII. Discuss and Final Approval on Final FYE 2018/19 Budget (10 min)</b><br><b>(For Possible Action)</b>   | <b>Andy Chapman</b>   |
| <b>VIII. Review of May 2017/18 Financial Statements (10 min)</b><br><b>(For Possible Action)</b>  | <b>Andy Chapman/Greg Long</b>   |
| <b>IX. FY 2017/18 Board Officer Appointment (5 min)</b><br><b>(For Possible Action)</b>   | <b>Heather Bacon</b>  |

Board Agenda

- |               |   |                      |
|---------------|---|----------------------|
| <b>X.</b>     | <b>Appointment NLT Marketing Coop Committee Members (5 min)<br/>(For Possible Action)</b>   | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XI.</b>    | <b>Review of May Dashboard Report (10 min)</b>  | <b>Andy Chapman</b>  |
|               |   |                      |
| <b>XII.</b>   | <b>Discussion on CEO Performance Review Process (20 min)</b>  | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XIII.</b>  | <b>Coop Departmental Reports</b> <ul style="list-style-type: none"><li><b>a. Conference Sales</b></li><li><b>b. Leisure Sales</b></li><li><b>c. Website Content</b></li><li><b>d. Communications/Social</b></li><li><b>e. Advertising</b></li></ul> | <b>Andy Chapman</b>  |
|               |   |                      |
| <b>XIV.</b>   | <b>Management Reports</b> <ul style="list-style-type: none"><li><b>a. Operations Report</b></li><li><b>b. Business Development Manager Report</b></li><li><b>c. President/CEO</b></li></ul>   | <b>Staff</b>         |
|               |   |                      |
| <b>XV.</b>    | <b>Old Business</b>   | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XVI.</b>   | <b>New Business</b>   | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XVII.</b>  | <b>Director Comments</b>  | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XVIII.</b> | <b>PUBLIC COMMENT – Pursuant to NRS 241.020<br/>This is the time for public to comment on any matter whether<br/>or not it is included on the Agenda of this meeting.</b>   | <b>Heather Bacon</b> |
|               |   |                      |
| <b>XIX.</b>   | <b>Adjournment – (For Possible Action)</b>  |                      |

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

**Public Postings:**

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north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

**May Board Meeting Minutes  
Lake Tahoe Incline Village Crystal Bay Visitors Bureau  
Monday, May 21<sup>st</sup> 2018 3pm**

**I. Call to Order/Roll Call**

**Heather Bacon**

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:00 pm by Chair Bacon. Roll call was taken, and the following members were present: Heather Bacon, Blane Johnson, Bill Wood and Michael Murphy. The following IVCBVB employees were present: Andy Chapman, CEO/President; Greg Long, Director of Operations; and Alex Blevins, Administrative Assistant. The following guests were present: Devon Reese, legal counsel, and Jamie Wright (via teleconference).

**II. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Heather Bacon**

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

N/A

**III. Approval of Agenda (For Possible Action)**

**Heather Bacon**

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

**IV. Approval of April Board Minutes (For Possible Action)**

**Heather Bacon**

Motion to approve the April Board Meeting Minutes by Bill Wood. Second by Michael Murphy. Approved.

**V. Discussion on North Tahoe Express Subsidy Increase**

**Andy Chapman/  
Jaime Wright**

Jamie Wright, Executive Director of the TMA, briefed the board on the possibility of a potential subsidy increase. The TMA began an audit on the North Lake Tahoe Express after the November 2017 financials weren't tracking as predicted. Although the audit is still underway, it has been determined that the operators were violating the contract both by rounding up time spent on trips and by billing for pre/post trip costs, which were against the terms of their contract. As a result, the coop will be credited for incorrect billing, the amount of which is still being determined. Due to this anticipated credit, as well as coming in underbudget, it does not appear a subsidy increase will be necessary. However, per the contract, operator wages will be increasing by approximately 3%.

In the future, the contract will contain a stipulation that holds the operator accountable for any audit costs. It was suggested by the board that Jamie discusses the contracted wage increase in light of the audit results.

IV-1

**VI. Presentation and Input on NLT Tourism Development Plan Daphne Lange**

Daphne Lange, NLTRA Tourism Director, presented current NLTRA/Coop initiatives, including marketing directives, budget and crisis communication plans. Strategic objectives were discussed for target markets, media, owned channels, shared/social channels, leisure sales, conference sales and events.

Daphne and the board discussed the crisis communication plan/marketing action plan to ensure preparations were being made for all different types of crisis and not limited to low snow. The board agreed that the best strategy in these situations is to place focus on other activities, i.e. if there is low snow, focus on hiking. Another strategy is to focus these communications on markets that experience more fluctuation.

The board will send Daphne any revisions or further questions by the end of the week.

**VII. North Lake Tahoe Coop Agreement Review (For Possible Action) Andy Chapman/  
Daphne Lange**

The board reviewed the final proposed revisions to the follow sections:

- 1.4—Now distinguishes Chair & Vice Chair.
- 1.5 & 1.6—Outlines the appointment of both a co-plan administrator and a co-budget administrator for the NLTMC.
- 4—Removed the minimum funding requirement of 45% of the annual TOT marketing tax.
- 9.1—Amended language regarding the Chair & Vice Chair appointments; specifically, rotating the appointments between the two different organizations with a term limit of one year.
- 10.8—Amended language to read as ‘all’ equity, eliminating restrictions to ‘conference’ equity.
- 10.9—Enacts a Procurement Policy stating that if more than \$25,000 of Placer County TOT funds are requested, at least 2 competitive bids are required, and the final decision must be approved by both boards.

Motion to approve the Coop Agreement Revisions by Bill Wood. Second by Michael Murphy. Approved.

**VIII. Review and input on Draft FYE 2018/19 Budget Forecast Andy Chapman**

Andy reviewed the Draft Budget Forecast highlights. There are increased revenues based on RSCVA projections. Concierge sales increased by about 9% due to increased Thunderbird Lodge ticket prices. Total revenue up about 4.8%. Staff wages up slightly. PERS contribution and health insurance costs increasing. Looking at reducing bank and credit card fees. Coop looking at about a 2.2% increase. Reducing regional marketing program budget slightly.

Any edits or suggestions will be discussed in June for final approval, with the new budget going into effect July 1<sup>st</sup>, 2018.

IV-2

**IX. Discussion on Partnership Funding Committee Appointment (For Possible Action) Andy Chapman**

CEO Chapman suggested the appointment of a Partnership Funding Sub-Committee. Suggested members were himself, Greg Long (IVCBVB), Nina Brown (RSCVA) and Amber Burke (NLTRA). It was questioned whether appointing Amber Burke was a conflict of interest; however, it was determined her contribution would be mainly event-related.

Motion to approve the Partnership Funding Sub-Committee by Bill Wood. Second by Michael Murphy. Approved.

**X. Review of April 2017/18 Financial Statements (For Possible Action)** **Andy Chapman/Greg Long**

CEO Chapman reviewed the highlights of the April Financial Statements. Motion to approve the April 2017/18 Financial Statements by Bill Wood. Second by Blane Johnson. Approved.

**XI. Review of April Dashboard Report** **Andy Chapman**

CEO Chapman reviewed the highlights of the April Dashboard Report.

**XII. Coop Departmental Reports** **Andy Chapman**

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

<b>XIII. Management Reports</b>	<b>Staff</b>
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- ### a. Operations Report

Currently working on filling Administrative Assistant position, have temporary coverage plan until the position is filled. Parking lot going to be re-sealed, new copy machine has been ordered. Long attended PERS conference and RTT meeting.

- b. Business Development Manager Report**

Attended Mountain Travel Symposium in April; hosted FAMs before & after. Bart currently in Australia at a Ski Show.

- c. President/CEO**

#### **XIV. Old Business** **Heather Bacon**

- **TMA/TNT Incline Village/Crystal Bay Board Seat Update**

CEO Chapman went to the most recent TMA Board Meeting. They are discussing a Bylaw change that their Board approved that would create a board position on the TMA appointed by the IVCB Board, hopefully by October 2018.

**XV. New Business** **Heather Bacon**

- **SR 28 Shared Use Bike Path Presentation – June**
- **TRPA/TART Transportation Discussion – June**

Carl Hasty with Tahoe Transportation District, Nick Johnson with NDOT, a TRPA representative and Will Gardener from TART will present at the June board meeting.

Heather Bacon would like to complete the CEO review at the next board meeting to align with the new fiscal year and budget. Strategic plan to be disseminated to the board before the meeting along with the evaluation form.

**XVI. Director Comments**

**Heather Bacon**

N/A

**XVII. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Heather Bacon**

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

N/A

**XVIII. Adjournment – (For Possible Action)**

Motion to adjourn by Blane Johnson. Second by Blane Johnson. Adjourned.

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

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**Lake Tahoe  
Incline Village - Crystal Bay Visitors Bureau  
FY 2018/19 Draft Budget**

20-Jun-18

				2017-18	2017-18	2018-19	18/19 to 17/18 YE	18/19 to 17/18 YE
				Projected YE Actual	Approved Budget	Draft Budget	Variance (\$)	Variance (%)
<b>Beginning Fund Equity</b>				<b>480,597</b>	<b>480,597</b>	<b>392,327</b>		
<b>REVENUES</b>								
R250 - Return on Revenues/Fund Transfer				1,514,495	1,560,968	1,567,119	52,624	3.5%
R252 - Interest Income/Dividends				415	450	415	0	0.0%
R269 - On-hold Messaging				350	300	350	0	0.0%
R270 - Miscellaneous Revenues				887	4,000	1,000	113	12.7%
R273 - Marketing Reimbursements				0	0	0	0	#DIV/0!
R274 - Grants				10,000	20,000	21,000	11,000	110.0%
R277 - Concierge Sales				311,393	300,000	339,243	27,850	8.9%
46000 - Merchandise Sales				45,488	56,362	49,127	3,639	8.0%
R290 - Consignment Sales				267	2,000	0	(267)	-100.0%
<b>TOTALS</b>				<b>1,883,295</b>	<b>1,944,080</b>	<b>1,978,254</b>	<b>94,959</b>	<b>5.0%</b>
<b>Cost of Goods Sold</b>				<b>24,715</b>	<b>30,999</b>	<b>27,020</b>	<b>2,305</b>	<b>9.3%</b>
<b>Gross Profit</b>				<b>1,858,580</b>	<b>1,913,081</b>	<b>1,951,234</b>	<b>92,654</b>	<b>5.0%</b>
<b>EXPENSES</b>								
0305 - Staff Wages				323,165	322,841	346,877	23,712	7.3%
0312 - Emp. Vacation/Sick Expense				2,024	0	0	(2,024)	-100.0%
0313 - Employer Insurance of Nevada				848	950	850	2	0.2%
0314 - State Unemployment				2,054	1,700	2,000	(54)	-2.6%
0315 - Federal Unemployment				474	500	500	26	5.5%
0316 - PERS Contributions				78,884	79,427	84,197	5,313	6.7%
0319 - FICA (includes Medicare)				8,036	10,000	8,000	(36)	-0.4%
0320 - Health Insurance				37,845	47,500	43,338	5,493	14.5%
0321 - Employee Training/Benefits				5,598	2,000	2,000	(3,598)	-64.3%
0401 - Utilities - Electric				2,347	2,500	2,400	53	2.3%
0402 - Utilities - Gas & Heat				1,415	1,500	1,450	35	2.4%
0403 - Utilities - Water				3,650	3,500	3,700	50	1.4%
0405 - Bank & Credit Card Charges				20,251	15,000	16,200	(4,051)	-20.0%
0410 - Office Supplies/Equipment				6,094	7,000	7,000	906	14.9%
0411 - Maintenance/Janitorial Services				15,000	18,000	15,000	0	0.0%
0412 - IT Support				3,591	5,000	4,000	410	11.4%
0415 - Miscellaneous Supplies				27	100	100	73	264.7%
0420 - Postage & Freight				742	1,800	1,000	258	34.7%
0421 - Communications				10,368	10,000	11,000	632	6.1%
0422 - Printing Expenses				500	2,000	500	0	0.0%
0430 - Building Repairs & Insurance				9,000	10,000	10,000	1,000	11.1%
0451 - Prof. Services - Acct. & Legal				35,208	38,000	35,000	(208)	-0.6%
0460 - Contract Services				1,913	3,000	2,000	88	4.6%
0461 - Remote Offices				42,000	42,000	42,000	0	0.0%
0462 - Equipment Lease & Maintenance				2,500	2,000	3,000	500	20.0%
0470 - Misc. Expenses				3,000	2,000	2,000	(1,000)	-33.3%
0473 - Dues & Subscriptions				4,200	4,000	4,000	(200)	-4.8%
0474 - Licenses & Fees				383	125	400	17	4.5%
0501 - Travel & Lodging				6,372	7,500	6,000	(372)	-5.8%
0504 - Registrations				1,354	1,200	1,400	46	3.4%
0505 - Local Transport/Car Allowance				452	1,500	500	48	10.7%
0507 - Meeting Expenses/Meals				4,014	7,000	4,000	(14)	-0.3%
0601 - Hospitality-in-Market				7,000	7,000	7,000	0	0.0%
0622 - Advertising - Co-op				930,000	930,000	950,000	20,000	2.2%
0623 - Regional Marketing Programs				10,576	20,000	10,000	(576)	-5.4%
0650 - Payroll Services				1,411	1,500	1,500	89	6.3%
0689 - Web Development				7,000	7,000	7,000	0	0.0%
0690 - Sponsorships & Grants				58,000	90,000	85,000	27,000	46.6%
0691 - Shuttle Subsidy				26,500	26,000	26,000	(500)	-1.9%
0725 - Uniforms				477	500	500	23	4.8%
0730 - Special Promotional Items				0	1,500	500	500	#DIV/0!
0733 - On-hold Messaging				1,475	1,500	1,500	25	1.7%
750.1 - Concierge Expenses				265,798	261,000	283,245	17,447	6.6%
0750 - Merchandising Expense				0				
0800 - Grant Expenditures				0				
0990 - Depreciation Expense				0				
51100 - Freight & Shipping				367				
59900 - POS Inventory Adj.				4,937				-100.0%
<b>TOTAL EXPENSES</b>				<b>1,946,850</b>	<b>1,995,643</b>	<b>2,032,657</b>	<b>2,027,720</b>	<b>4.41%</b>
				(88,270)	(82,562)	(81,423)		

Ending Fund Equity	<b>392,327</b>	<b>398,035</b>	<b>310,904</b>
Accounts Receivable*	6,980	0	0
Merchandise Inventory*	17,553	15,000	15,000
Capital Assets net of Depreciation*	23,837	23,841	20,341
Accrued Employee Vacation & Sick Time	13,663	0	27,013
Accounts Payable*	2,500	0	0
Ending Cash Reserves	360,120	359,194	302,576

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

Vll-1

IVCBVB FY 2018/19 Budget  
6/20/2018

**IVCBVB Tot Revenue**

<b>BUDGET YEAR</b>	<b>IVCBVB Revenues</b>	<b>% Change</b>
FY 2018/19 (proposed)	\$1,567,119	3.5%
FY 2017/18	\$1,514,495	-0.3%
FY 2016/17	\$1,519,353	12.2%
FY 2015/16	\$1,354,674	17.2%
FY 2014/15	\$1,155,832	

**IVCBVB Expenses**

<b>BUDGET YEAR</b>	<b>IVCBVB Expenses</b>	<b>% Change</b>
FY 2018/19 (proposed)	\$2,032,657	4.4%
FY 2017/18	\$1,946,850	0.2%
FY 2016/17	\$1,943,405	23.3%
FY 2015/16	\$1,576,748	11.1%
FY 2014/15	\$1,418,605	

**NLTMC Funding**

<b>BUDGET YEAR</b>	<b>IVCBVB Funding</b>	<b>% Change</b>	<b>NLTRA Funding</b>	<b>% Change</b>
FY 2018/19 (proposed)	\$950,000	2.2%	\$1,459,823	3.4%
FY 2017/18	\$930,000	5.1%	\$1,411,821	10.5%
FY 2016/17	\$885,000	40.5%	\$1,277,371	18.1%
FY 2015/16	\$630,000	20.1%	\$1,082,000	19.9%
FY 2014/15	\$524,390		\$902,453	

**IVCBVB Reserve Funding**

<b>BUDGET YEAR</b>	<b>IVCBVB Expenses</b>	<b>% Change</b>
FY 2018/19 (proposed)	\$310,904	-20.8%
FY 2017/18	\$392,327	-17.1%
FY 2016/17	\$473,104	-10.0%
FY 2015/16	\$525,649	25.2%
FY 2014/15	\$419,927	



## May 2018 Financial Summary Report

### May Month End Variance Report

#### REVENUE

- R250 Fund Transfer: 8% under budget due lower March TOT collection.
- 46000 Merch Sales: Under budget due to lower ski ticket and retail sales.
- R277 Concierge Sales: Under budget due to delayed start of tour season.

#### EXPENSES

- 0410 Office Supplies: Over budget due to summer software ordering needs.
- 0420 Postage & Freight: Under budget due to timing of Coop billing.
- 0623 Regional Marketing Programs: Under budget. Saving to budget.
- 0609 Sponsorship: Under budget due to timing of payments and savings to budget.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to timing of revenue payments.

### May Year to Date Variance Report

#### REVENUE

- R250 Fund Transfer: 3% under budget due to lower TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.
- 46000 Merchandise Sales: Under budget due to lower ski ticket and winter sales.
- R277 Concierge Sales: Under budget due to lower sales volume.

#### EXPENSES

- 0305 Payroll: 1.5% over budget due to employee payout.
- 0320 Health Insurance: Under budget due to open staff position.
- 0321 Employee Training: Over budget due to training process in the fall.
- 0405 Bank & CC Charges: Over budget. Implemented new card processor mid year.
- 0501 Travel & Lodging: Over budget due to timing on partner and Coop billing.
- 0623 Regional Marketing Programs: Under budget. Savings to budget.
- 0689 Web Development: Under budget due to timing of Activity Tickets site billing.
- 0690 Sponsorship: Under budget. Saving to budget.
- 0691 Shuttle Subsidy: Over budget due to timing of budget allocation.
- 0751 Concierge Expense: Under budget due to lower revenue sales.

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

May 2018

	May 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	94,661.57	102,500.00	-7,838.43	92.4%
R252 · Interest Income	49.63	37.50	12.13	132.3%
R269 · On Hold Messaging	0.00	0.00	0.00	0.0%
R270 · Miscellaneous Revenue	0.00	333.33	-333.33	0.0%
R273 · Marketing Reimbursements (MILO NLTMC)	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	0.00	0.00	0.0%
R275 · Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	0.00	0.00	0.00	0.0%
R290 · Consignment Sales - Other	0.00	166.66	-166.66	0.0%
Total R290 · Consignment Sales	0.00	166.66	-166.66	0.0%
POS Sales				
46000 · Merchandise Sales	3,030.76	5,750.00	-2,719.24	52.7%
R277 · Concierge	13,045.90	15,300.00	-2,254.10	85.3%
Total POS Sales	16,076.66	21,050.00	-4,973.34	76.4%
Total Income	110,787.86	124,087.49	-13,299.63	89.3%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 · Cost of Goods Sold - Other	1,475.20	3,275.00	-1,799.80	45.0%
Total 50000 · Cost of Goods Sold	1,475.20	3,275.00	-1,799.80	45.0%
Total COGS	1,475.20	3,275.00	-1,799.80	45.0%
Gross Profit	109,312.66	120,812.49	-11,499.83	90.5%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	300.83	270.00	30.83	111.4%
0402 · Utilities-Gas & Heat	119.53	165.00	-45.47	72.4%
0401 · Utilities- Electric	190.28	195.00	-4.72	97.6%
Total 0400 · Utilities	610.64	630.00	-19.36	96.9%
0305 · Payroll	27,154.50	27,000.00	154.50	100.6%
0313 · Employers Insurance of Nevada	0.00	79.17	-79.17	0.0%
0314 · State Employer Taxes	203.60	170.00	33.60	119.8%
0315 · Federal Unemployment	7.47	60.00	-52.53	12.5%
0316 · Public Employees Retirement Sys	6,974.66	6,500.00	474.66	107.3%
0319 · Employer Medicare/Soc Sec	858.43	900.00	-41.57	95.4%
0320 · Health Insurance	3,611.51	3,958.33	-346.82	91.2%
0321 · Employee Training	0.00	130.20	-130.20	0.0%
0405 · Bank & Cr Card Charges	366.01	300.00	66.01	122.0%
0410 · Office Supplies & Expenses	1,701.60	626.60	1,075.00	271.6%
0411 · Maintenance/Janitorial	771.69	1,700.00	-928.31	45.4%
0412 · IT - Computers	212.50	482.50	-270.00	44.0%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.33	-8.33	0.0%
0420 · Postage & Freight	-1,496.71	122.80	-1,619.51	-1,218.8%
0421 · Communications	1,084.36	806.10	278.26	134.5%
0422 · Printing Expenses	0.00	166.67	-166.67	0.0%
0430 · Building Repairs & Insurance	3,000.00	648.00	2,352.00	463.0%
0451 · Legal & Accounting Services	2,559.00	3,153.40	-594.40	81.2%
0460 · Contract Services	375.00	262.50	112.50	142.9%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	0.00	0.00	0.0%
0461 · Remote Offices - Other	3,500.00	3,500.00	0.00	100.0%
Total 0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

May 2018

	May 18	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	0.00	0.00	0.00	0.0%
0470 · Misc. Expenses	0.00	200.00	-200.00	0.0%
0473 · Dues & Subscriptions	0.00	215.00	-215.00	0.0%
0474 · License & Fees	250.00	0.00	250.00	100.0%
0501 · Travel & Lodging	656.78	611.00	45.78	107.5%
0504 · Registrations	0.00	120.00	-120.00	0.0%
0505 · Local Transportation/Car	0.00	149.78	-149.78	0.0%
0507 · Meeting Expenses	0.00	617.70	-617.70	0.0%
0601 · Hospitality in Market				
0601.5 · In House	0.00	222.30	-222.30	0.0%
0601 · Hospitality in Market - Other	45.16	222.30	-177.14	20.3%
Total 0601 · Hospitality in Market	45.16	444.60	-399.44	10.2%
0622 · Advertising Co-op	54,119.00	54,119.00	0.00	100.0%
0623 · Regional Marketing Programs	400.00	1,788.00	-1,388.00	22.4%
0650 · Payroll Expense	102.50	128.00	-25.50	80.1%
0689 · WEB Development	0.00	700.00	-700.00	0.0%
0690 · Sponsorship	0.00	7,050.00	-7,050.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,550.00	-2,550.00	0.0%
0725 · Uniforms	0.00	41.67	-41.67	0.0%
0730 · Special Promotional Items	0.00	150.00	-150.00	0.0%
0733 · On-Hold Messaging	127.27	125.73	1.54	101.2%
0751 · Concierge Expense	9,070.30	14,000.00	-4,929.70	64.8%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	17.48			
59900 · POS Inventory Adj -Merchandise	-50.30	0.00	-50.30	100.0%
Total Expense	116,232.45	134,215.08	-17,982.63	86.6%
Net Ordinary Income	-6,919.79	-13,402.59	6,482.80	51.6%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	-6,919.79	-13,402.59	6,482.80	51.6%

VIII-3

06/15/18

## Profit &amp; Loss Budget vs. Actual

Accrual Basis

July 2017 through May 2018

	Jul '17 - May 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 - Fund Transfers	1,441,308.07	1,484,400.00	-43,091.93	97.1%
R252 - Interest Income	423.08	412.50	10.58	102.6%
R269 - On Hold Messaging	300.00	225.00	75.00	133.3%
R270 - Miscellaneous Revenue	662.30	3,666.63	-3,004.33	18.1%
R273 - Marketing Reimbursements (MILO NLTMC)	0.00	0.00	0.00	0.0%
R274 - Grants	0.00	20,000.00	-20,000.00	0.0%
R275 - Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 - Consignment Sales				
R291 - Consignment Payments	0.00	0.00	0.00	0.0%
R290 - Consignment Sales - Other	317.50	1,833.34	-1,515.84	17.3%
Total R290 - Consignment Sales	317.50	1,833.34	-1,515.84	17.3%
POS Sales				
46000 - Merchandise Sales	36,596.77	48,959.00	-12,362.23	74.7%
R277 - Concierge	237,762.95	244,504.00	-6,741.05	97.2%
Total POS Sales	274,359.72	293,463.00	-19,103.28	93.5%
Total Income	1,717,370.67	1,804,000.47	-86,629.80	95.2%
Cost of Goods Sold				
50000 - Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 - Cost of Goods Sold - Other	19,481.08	26,899.00	-7,417.92	72.4%
Total 50000 - Cost of Goods Sold	19,481.08	26,899.00	-7,417.92	72.4%
Total COGS	19,481.08	26,899.00	-7,417.92	72.4%
Gross Profit	1,697,889.59	1,777,101.47	-79,211.88	95.5%
Expense				
0400 - Utilities				
0403 - Utilities- Water & Refuse	3,456.16	3,244.00	212.16	106.5%
0402 - Utilities-Gas & Heat	1,288.60	1,390.00	-101.40	92.7%
0401 - Utilities- Electric	2,168.40	2,322.00	-153.60	93.4%
Total 0400 - Utilities	6,913.16	6,956.00	-42.84	99.4%
0305 - Payroll	299,011.30	294,900.00	4,111.30	101.4%
0312 - Employee Vacation Expense (Vacation and & Sick Time)	2,023.97			
0313 - Employers Insurance of Nevada	848.00	870.83	-22.83	97.4%
0314 - State Employer Taxes	1,937.44	1,520.60	416.84	127.4%
0315 - Federal Unemployment	298.82	425.00	-126.18	70.3%
0316 - Public Employees Retirement Sys	72,710.51	72,600.00	110.51	100.2%
0319 - Employer Medicare/Soc Sec	7,621.27	9,077.00	-1,455.73	84.0%
0320 - Health Insurance	33,944.66	43,541.67	-9,597.01	78.0%
0321 - Employee Training	5,597.50	1,869.80	3,727.70	299.4%
0405 - Bank & Cr Card Charges	17,659.24	14,449.00	3,210.24	122.2%
0410 - Office Supplies & Expenses	6,973.60	6,373.40	600.20	109.4%
0411 - Maintenance/Janitorial	14,329.45	16,800.00	-2,470.55	85.3%
0412 - IT - Computers	3,228.00	4,517.50	-1,289.50	71.5%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	91.63	-89.24	2.6%
0420 - Postage & Freight	507.80	1,677.20	-1,169.40	30.3%
0421 - Communications	10,158.73	9,193.90	964.83	110.5%
0422 - Printing Expenses	0.00	1,833.37	-1,833.37	0.0%
0430 - Building Repairs & Insurance	8,211.02	9,352.00	-1,140.98	87.8%
0451 - Legal & Accounting Services	33,168.25	34,846.60	-1,678.35	95.2%
0460 - Contract Services	1,500.00	2,737.50	-1,237.50	54.8%
0461 - Remote Offices				
461.1 - Contract Fees - Remote Office	0.00	0.00	0.00	0.0%
0461 - Remote Offices - Other	38,500.00	38,500.00	0.00	100.0%
Total 0461 - Remote Offices	38,500.00	38,500.00	0.00	100.0%
0462 - Equipment Lease & Maint.	2,056.18	1,500.00	556.18	137.1%
0470 - Misc. Expenses	2,778.00	1,800.00	978.00	154.3%
0473 - Dues & Subscriptions	5,610.67	3,785.00	1,825.67	148.2%
0474 - License & Fees	632.75	125.00	507.75	506.2%
0501 - Travel & Lodging	13,042.58	6,889.00	6,153.58	189.3%
0504 - Registrations	1,059.00	1,080.00	-21.00	98.1%
0505 - Local Transportation/Car	442.56	1,350.22	-907.66	32.8%
0507 - Meeting Expenses	5,190.59	6,382.30	-1,191.71	81.3%

VIII-4

	Jul '17 - May 18	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	5,696.46	4,054.70	1,641.76	140.5%
0601 · Hospitality in Market - Other	1,650.30	2,500.70	-850.40	66.0%
Total 0601 · Hospitality in Market	7,346.76	6,555.40	791.36	112.1%
0622 · Advertising Co-op	864,322.00	864,322.00	0.00	100.0%
0623 · Regional Marketing Programs	10,558.33	18,212.00	-7,653.67	58.0%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	250.00			
Total 0624 · Co-Op Expenses/Reimbursements	250.00			
0650 · Payroll Expense	1,232.00	1,372.00	-140.00	89.8%
0689 · WEB Development	0.00	6,300.00	-6,300.00	0.0%
0690 · Sponsorship	57,000.00	82,950.00	-25,950.00	68.7%
0691 · Shuttle Subsidy/Sponsorship	26,500.00	23,450.00	3,050.00	113.0%
0725 · Uniforms	352.28	458.37	-106.09	76.9%
0730 · Special Promotional Items	0.00	1,350.00	-1,350.00	0.0%
0733 · On-Hold Messaging	1,352.61	1,374.27	-21.66	98.4%
0751 · Concierge Expense	202,222.47	211,503.00	-9,280.53	95.6%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
0990 · Depreciation Expense	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	436.98			
59900 · POS Inventory Adj -Merchandise	4,886.99	0.00	4,886.99	100.0%
Total Expense	1,772,417.86	1,812,891.56	-40,473.70	97.8%
Net Ordinary Income	-74,528.27	-35,790.09	-38,738.18	208.2%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	1.00	0.00	1.00	100.0%
Total Other Expense	1.00	0.00	1.00	100.0%
Net Other Income	-1.00	0.00	-1.00	100.0%
Net Income	-74,529.27	-35,790.09	-38,739.18	208.2%



## north lake tahoe

June 15<sup>th</sup>, 2018

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Board Officer Appointment

### **Background**

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

Heather Bacon – Chair

Blane Johnson – Vice Chair

Bill Wood – Secretary/Treasurer

New Board Member – Michael Murphy

New Board member – Bill Watson

Historically, the officer positions move up in the order established the prior year. Last year the board voted to appoint Heather Bacon to continue the chair role through the FY 2017/18 fiscal year.

### **Possible Board Action**

Pending discussion, staff requests Board to appointment a new slate of officers for the 2018/2019 fiscal year.



## north lake tahoe

June 15<sup>th</sup>, 2018

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Coop Committee Appointment

### **Background**

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

Staff requests board approval for our fiscal year 2018/19 committee members.

### **Possible Board Action**

For the IVCBVB Board to appointment our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for 2018/19.

## June Dashboard

Date created

Revenues & Stats				
	April-2018	April-2017	Variance	
Grant Revenues				
Monthly YTD	\$ 73,189	\$ 75,493	-3.1%	
Total Taxable Revenues	\$ 1,514,498	\$ 1,519,282	-0.3%	
	\$ 2,217,087	\$ 2,221,116	-0.2%	
	April Actual	April Budget		
Monthly YTD	\$ 73,189	\$ 75,000	-2.4%	
	\$ 1,514,498	\$ 1,560,968	-3.0%	
Occupancy				
Hotel	53.1%	56.7%	-6.3%	
Motel	20.7%	21.8%	-5.0%	
Vacation Rental	14.8%	9.3%	59.1%	
Time Share	14.9%	11.5%	29.6%	
Home Owner	n/a	n/a	n/a	
Total	26.7%	27.4%	-2.6%	
Room Rate				
Hotel	\$ 184.88	\$ 178.54	3.6%	
Motel	\$ 75.75	\$ 96.20	-21.3%	
Vacation Rental	\$ 216.18	\$ 303.42	-28.8%	
Time Share	\$ 117.89	\$ 125.41	-6.0%	
Home Owner	n/a	n/a	n/a	
Total	\$ 183.18	\$ 191.89	-4.5%	
RevPar				
Hotel	\$ 98.09	\$ 101.29	-3.2%	
Motel	\$ 15.71	\$ 21.01	-25.2%	
Vacation Rental	\$ 31.99	\$ 28.18	13.5%	
Time Share	\$ 17.53	\$ 14.44	21.4%	
Home Owner	n/a	n/a	n/a	
Total	\$ 54.38	\$ 52.55	3.5%	

Visitor Information Comparative Statistics For Fiscal YTD				
	May-2018	May-2017	Variance	
Walk In Visitor Count				
Monthly YTD	2565	3466	-26.0%	
	38786	40441	-4.1%	
Phone				
Monthly YTD		1,068	-100.0%	
	n/a	n/a	n/a	
Merchandise Sales				
Monthly YTD	\$ 3,031	\$ 3,710	-18.3%	
	\$ 36,597	\$ 49,294	-25.8%	
Concierge & AT Sales				
Monthly YTD	\$ 13,046.00	\$ 19,148.00	-31.9%	
	\$ 237,971.00	\$ 258,279.00	-7.9%	
Vacation Planners mailed	165	130	26.9%	

Destimetrics Reservations Activity (as of May 31, 2018)				
	FY 2017/18	FY 2016/17	Variance	
Current Month Occupancy	40%	38%	5.3%	
Current Month ADR	\$ 210	\$ 207	1.4%	
Current Month REVPAR	\$ 84	\$ 70	20.0%	
Next Month Occupancy	52.0%	45.8%	13.5%	
Next Month ADR	\$ 308	\$ 310	-0.6%	
Next Month REVPAR	\$ 158	\$ 142	11.3%	
Summer Total Occupancy (proj)	37%	36%	4.2%	
Summer Total ADR (proj)	\$ 338	\$ 336	0.6%	
Summer Total REVPAR (proj)	\$ 125	\$ 119	5.0%	

Reno Tahoe International Airport			
	April-2018	April-2017	Variance
Total Passengers Served			#DIV/0!
Average Load Factor			#DIV/0!
Total Number of Departures			#DIV/0!
Non-Stop Destinations Served			#DIV/0!
Departing Seat Capacity			#DIV/0!
Crude Oil Averages (barrel)			#DIV/0!
Notes of interest:			

Conference Revenue Statistics				
(Booked as of April 30, 2018)	FY 2017/18	FY 2016/17	Variance	
Total Revenue Booked	\$ 2,447,560	\$ 3,538,333	-30.8%	
Number of Room Nights	14,935	20,164	-25.9%	
Number of Delegates	13,450	18,464	-27.2%	
Number of Tentative Bookings	61	71	-14.1%	
Number of Leads Generated	243	214	13.6%	
Conference Revenue And Percentage by County:				
	17-18	16-17		
Placer	55.0%	67.3%	\$ 1,337,579	\$ 2,382,534
Washoe	28.0%	20.8%	\$ 684,058	\$ 736,825
South Lake	15.0%	11.5%	\$ 375,635	\$ 406,856
Nevada	2.0%	0.3%	\$ 50,288	\$ 12,118
Total Conference Revenue	100.0%	100.0%	\$ 2,447,560	\$ 3,538,333
				-30.8%

XII-7



Top Website Lodging Referrals (April)		Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe		121	114
Cedar Glen Lodge		52	47
Northstar California Resort		48	43
Mourelatos Lakeshore Resort		41	39
The Ritz-Carlton, Lake Tahoe		38	37
Cedar Crest Cottages		36	35
Cottage Inn at Lake Tahoe		35	35
Meeks Bay Resort & Marina		34	33
The Village at Squaw Valley		34	29
Sunnyside Restaurant & Lodge		32	32
Kingswood Village Vacation Rentals		31	26
Tahoe Mountain Lodging		30	29
Resort at Squaw Creek		29	28
West Shore Cafe & Inn		28	27
Brockway Springs Resort		26	26
Granlibakken Tahoe		23	22
Basecamp Hotel Tahoe City		22	18
Parkside Inn at Incline		22	15
Tahoe Biltmore Lodge & Casino		21	21
PlumpJack Squaw Valley Inn		20	19
Squaw Valley Lodge		19	18
Tahoe Getaways Vacation Rentals		18	17
Constellation Residences at Northstar		17	17
Firelite Lodge		17	17
Hauserman Rental Group		17	16



# north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors  
Fr: Andy Chapman  
Date: 6/18/18

Re: Discussion and Assessment of FY 2017/18 CEO Performance Review

Per the Board's May meeting regarding the CEO Performance Review and Timeline, please find the documents listed below. In addition, the recommended timeline is suggested for completion of the CEO review process.

## Documents Attached

1. Blank Annual Performance Evaluation – President CEO
2. FY 2016/17 Compiled Performance Review – President CEO
3. FY 2017/18 Board Strategic Goal Summary

## CEO Performance Review Timeline

Initiate CEO FY 2017/18 Review Process	June 20 <sup>th</sup>
Board Input on Evaluation Form to Greg Long	June 25 <sup>th</sup>
CEO Self-Evaluation & Strategic Goal Review to Board	June 29 <sup>th</sup>
Individual Board Review Documents to Greg Long	July 13 <sup>th</sup>
CEO Performance Review Discussion and Direction	July 18 <sup>th</sup>

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

Evaluation Period: \_\_\_\_\_

**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**

<b>I. RELATIONS WITH THE BOARD</b>		<b>COMMENTS</b>
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?		
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?		
C. Does the CEO exercise sound judgment when advising the Board?		
<b>II. PLANNING</b>		<b>COMMENTS</b>
A. Does the CEO anticipate needs and recognize potential problems?		
B. Does the CEO propose effective solutions and provide alternatives to identified problems?		
C. In making decisions, does the CEO obtain the facts and consider the long –term implications?.		
D. Does the CEO provide Board with all information necessary to make decisions?		
E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?		
F. Has the CEO met the goals established by the board during this evaluation period?		
<b>III. ORGANIZATION SKILLS</b>		<b>COMMENTS</b>
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?		
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?		
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?		
D. Does the CEO obtain the best possible end result for the money spent?		
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?		

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**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 Improvement**  
**(1) = Performance is Inadequate**

<b>IV. BUDGET / FINANCE</b>		<b>COMMENTS</b>
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?		
B. Are management practices and policies designed to maintain a sound long-range financial position?		
C. Does the CEO exhibit knowledge and understanding of available resources?		
D. Does the CEO suggest and pursue creative solutions to financial issues?		
<b>V. COMMUNICATIONS</b>		<b>COMMENTS</b>
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?		
B. Does the CEO communicate openly and effectively with the public?		
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?		
D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?		
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?		
<b>VI. MANAGEMENT SKILLS</b>		<b>COMMENTS</b>
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?		
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?		
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?		
D. Does the CEO follow through in a timely manner on commitments and requests?		
E. Is the CEO proactive and flexible in addressing changing issues and situations?		

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**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 Improvement  
 (1) = Performance is Inadequate

VII. LEADERSHIP		COMMENTS
A. Does the CEO inspire a shared vision and enlist staff and Board support?		
B. Does the CEO seek opportunities to improve the Organization and pursue them?		
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?		
D. Does the CEO create standards of excellence and model the behavior?		
E. Does the CEO conform to the high ethical standards of the profession?		
F. Does the CEO handle people well in difficult situations?		

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**PART II**

**OBSERVATIONS**

**CEO PERFORMANCE STRENGTHS AND AREAS OF IMPROVEMENT**

List in order of priority, the CEO's top strengths and areas of improvement to work on during the next evaluation period

**BOARD STRENGTHS AND AREAS OF IMPROVEMENT**

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

**Andy Chapman, President / CEO  
Incline Village Crystal Bay Visitors Bureau  
2017 Annual Performance Evaluation**

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO  
For Merit Pay**

Evaluation Period: 2017-2018

**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

<b>I. RELATIONS WITH THE BOARD</b>		<b>Section Average: 4.0</b>	<b>COMMENTS</b>
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?	4.0	* Yes, Andy is a very good communicator.	
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?	3.75	* Andy has been very proactive with regard to keeping the Board up to date and notified as to any significant changes.	
C. Does the CEO exercise sound judgment when advising the Board?	4.25	* So far!	
<b>II. PLANNING</b>		<b>Section Average: 4.0</b>	<b>COMMENTS</b>
A. Does the CEO anticipate needs and recognize potential problems?	4.5	* Andy maintains communication with various boards, bureaus and public entities. This enable him to be in the forefront of possible challenges and/or late breaking modifications.	
B. Does the CEO propose effective solutions and provide alternatives to identified problems?	4.0	* Yes and his effectiveness can be seen by the fact that he was asked to be the interim replacement for JT at NLTRA.	
C. In making decisions, does the CEO obtain the facts and consider the long – term implications?	3.75	* I believe that Andy does consider multiple sides to each challenge and this allows for long term considerations.	
D. Does the CEO provide Board with all information necessary to make decisions?	4.0	* As needed.	

**Andy Chapman, President / CEO**  
**Incline Village Crystal Bay Visitors Bureau**  
**2017 Annual Performance Evaluation**

E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?	3.75	* Goals are set at the retreat and updated as time progresses.
F. Has the CEO met the goals established by the board during this evaluation period?	4.0	* I believe he has.
<b>III. ORGANIZATION SKILLS      Section Average: 4.03</b>		<b>COMMENTS</b>
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?	3.75	* Andy seems organized and detailed oriented.
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?	4.25	* I believe that he does to the best of his ability. Obviously this is a time sensitive issue and as such may not always be possible.
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?	4.25	* I believe that we have seen Andy think out of the box and at times this is a very effective attribute.
D. Does the CEO obtain the best possible end result for the money spent?	4.25	* Andy is very detail oriented and this transfers over to the accounting side.
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?	3.75	* I believe that the IVCBVB is running as smooth as I have ever seen it over the time I have been associated with it.



**Andy Chapman, President / CEO  
Incline Village Crystal Bay Visitors Bureau  
2017 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

<b>IV. BUDGET / FINANCE</b>		<b>Section Average: 4.25</b>	<b>COMMENTS</b>
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?	4.75		* Yes, this is a strong point and one that should be complimented.
B. Are management practices and policies designed to maintain a sound long-range financial position?	4.0		* I believe that finance/accounting is one of Andy's stronger points and keeping an eye on our finances today allows us to be confident that we will be able to manage future financial needs.  * Let's make sure we are thinking through how the IV and CB areas effectively get TOT "conversions" through the extra money that was been spent on marketing this year.
C. Does the CEO exhibit knowledge and understanding of available resources?	4.5		* Yes, as stated above.
D. Does the CEO suggest and pursue creative solutions to financial issues?	3.75		* I'm not one to support creative financing. I do believe Andy to be financially prudent yet willing to roll the dice on promising late developing propositions.
<b>V. COMMUNICATIONS</b>		<b>Section Average: 4.45</b>	<b>COMMENTS</b>
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?	4.25		* Yes.

**Andy Chapman, President / CEO**  
**Incline Village Crystal Bay Visitors Bureau**  
**2017 Annual Performance Evaluation**

B. Does the CEO communicate openly and effectively with the public?	4.25	* As needed.
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?	4.5	* Yes, and an example of this was his willingness to put aside his candidacy for the RASC Board in order that we might secure the best possible representation.
D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?	4.75	* See Question "C".
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?	4.5	* Absolutely.
<b>VI. MANAGEMENT SKILLS      Section Average: 4.15      COMMENTS</b>		
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?	4.25	* Andy is a good arbitrator. He has ability to look for the best solution for all parties involved as long as it supports our main mission.
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?	3.75	* I have found Andy to be very adept at this. He listens and facilitates and then brings the options to the Board.
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?	4.5	* Andy has a very full plate and I believe he handles it very well.
D. Does the CEO follow through in a timely manner on commitments and requests?	4.0	* Yes.
E. Is the CEO proactive and flexible in addressing changing issues and situations?	4.25	* Both, and I believe he handles the delicate balance adeptly.

**Andy Chapman, President / CEO  
Incline Village Crystal Bay Visitors Bureau  
2017 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

<b>VII. LEADERSHIP</b>		<b>Section Average: 3.93</b>	<b>COMMENTS</b>
A. Does the CEO inspire a shared vision and enlist staff and Board support?	3.75	* Yes, I believe that the progress the Board has made demonstrates this.  * There could be some disconnect between board, mgmt and staff vision for the long-term goals of IVCBVB.	
B. Does the CEO seek opportunities to improve the Organization and pursue them?	3.75	* As much as possible.	
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?	3.75	* Andy is non-judgmental and allows Board member to express their individual opinions in a non-contrarian manner.	
D. Does the CEO create standards of excellence and model the behavior?	4.0	* Yes.	
E. Does the CEO conform to the high ethical standards of the profession?	4.0	* Absolutely.	
F. Does the CEO handle people well in difficult situations?	4.25	* As stated earlier, Andy is non-confrontational while not being confrontation adverse.	

**Andy Chapman, President / CEO  
Incline Village Crystal Bay Visitors Bureau  
2017 Annual Performance Evaluation**

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO  
For Merit Pay**

<b>PART II</b>
<b>OBSERVATIONS</b>
* I believe we are very lucky to have Andy as our CEO. Andy has brought a very detailed numbers side to the table while focusing the board on how we can best utilize the dollars we have.
* He seems to have been able to develop his own team and they seem to be focused on the job in a team like environment.
* I look forward to the next year and continued success in our increased ad awareness in our target markets. It is an exciting time.
* There was a noticeable shift this year that appears to be focused on more chamber activities-continued movement in that direction would be concerning.
* Evening transportation is imperative vs. focusing on increased airport transportation-without transportation in the evening, guest will not be willing to give up their cars.
* The shifted focus of staff to activity tickets and event planning, while admirable for increased revenue in the short term, is a potential risk for longer term vision and success of the IVCBVB as a marketing organization TOT/tourism revenue generation.

**Andy Chapman, President / CEO**  
**Incline Village Crystal Bay Visitors Bureau**  
**2017 Annual Performance Evaluation**

<b>List in order of priority, the CEO's top strengths and areas of improvement to work on during the next evaluation period.</b>
* Organized
* Focused
* Open to new ideas
* Collaborative
* Energized
<u>Area of attention:</u> * I believe that Andy might be prone to taking on too many hats. In no way do I feel that he cannot handle them. I just hope he is able to spend enough quality time with his family.
* Andy has a great relationship with partner agencies and industry professionals. His positive reputation throughout the industry is a tremendous benefit to the IVCBVB and allows Andy to work together with these agencies for the benefit of the region.
<b>List in order of priority, board strengths and areas where the board members can improve during the next evaluation period.</b>
* I believe we work well together.
* There seems to be a willingness to explore other points of view.
* Ability to focus on what is good for the North Shore versus individual properties.
* I believe that we need to look out of the box at different ways we can attract guests.
* Possibly have Board members attend meetings and/or shows.
* The board's strength is the commitment of board members to the organization and the community.
* The board's weakness is recent turnover frequency-consistency and experience will be important to stay on target.

## Strategic Visioning Discussion

### Primary Focus Areas

#### 1. Marketing

- a. Continue emphasis on being a year-round destination
- b. Expand focus for shoulder season travel opportunities
- c. Maintain core markets with North Lake Tahoe Marketing Cooperative
- d. Continue to strengthen relationships with regional and strategic partners
- e. Encourage emerging markets

#### 2. Special Events

- a. Pursue targeted event sponsorships
- b. Enhance participation with dedicated events

#### 3. Enhance Visitor Assets

- a. Transportation Enhancements
  - i. Transportation integrated with North shore brand
  - ii. Trailhead connectivity with transportation assets
  - iii. Successful transit system with extended Night Rider service
  - iv. Integration with regional transit marketing efforts
- b. Diamond Peak Master Plan
  - i. Support for increased visitor assets associated with DP Master Plan
- c. Community Assets for Visitor Use
  - i. Define and promote beach access policies
  - ii. Promotion of IVCB activity trail systems
- d. Visitor/Welcome Center
  - i. Continue a "one stop shop" for diverse visitor and local needs
  - ii. Provide information to elevate the guest experience
  - iii. Develop programs to continue returned visitation
  - iv. Develop programs for net-promoter referral scores
  - v. Grow Center revenues

#### 4. Political Strategy

- a. Legislative Advocacy
  - i. Develop a defined platform
  - ii. Focused effort on legislative relationships
  - iii. Increased transit funding (RTC)
  - iv. Support of visitor-servicing infrastructure enhancements

- b. Business Advocacy
  - i. Convener of community partnerships (IVGID, ICBA)
  - ii. Increased community grant opportunities
- c. True Integration of Incline Village & Crystal Bay Communities
  - i. Provide support and leadership in community focused efforts

**5. Financial Performance**

- a. Accurate financial reporting/accountability
- b. Developed efforts on financial sustainability
- c. Protect reserve funds
- d. Grow non-TOT funds
- e. Leverage partner \$\$



north lake tahoe

Departmental Reports  
June 2018



### May 2018 Conference Department Report

In May 2018 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 generated the following new leads in May.

- HPN Executive Summit June-July 2018. This program has the potential to generate 24 room nights and bring 12 people to Lake Tahoe in the Summer 2018.
- GM Financial – Floor Plan Incentive for August 2019. This program has the potential to generate 120 room nights and bring 80 people to Lake Tahoe in August – October 2018
- McKesson – President's Round Table for February 2019. This program has the potential to generate 50 room nights and bring 32 people to Lake Tahoe in the February 2019.
- Bonotel Exclusive Travel – Silicon Valley Group for May-August 2019 This program has the potential to generate 200 room nights and bring 400 people to Lake Tahoe in May – August 2019.
- Backcountry Discovery Routes Spring 2019 Event. This program has the potential to generate 120 room nights and bring 85 people to Lake Tahoe in April – June 2019
- Boy Scouts of America - Western Region Executive Board . This program has the potential to generate 166 room nights and bring 73 people to Lake Tahoe in the September 2020.
- Akorn Pharmaceuticals Mid-Year Meeting. This program has the potential to generate 270 room nights and bring 85 people to Lake Tahoe in September 2018.
- Telarus June 2019 Summit. This program has the potential to generate 2000 room nights and bring 1000 people to Lake Tahoe in June 2019
- Google Search Tahoe Offsite . This program has the potential to generate 2000 room nights and bring 1500-2000 people to Lake Tahoe in July 30 – August 1, 2018.
- SCIEEX President's F2F – 100 room nights in July 2018
- Hyla North America Lake Tahoe Meeting – 130 room nights in July 2018
- Education First Annual Partner Retreat – 30 room nights in July 2018
- Western Governors Association Biosecurity Meeting – 80 room nights in September 2018
- SYNnex Corporation, West Coast Umbrella Promo Trip – 20 room nights in September 2018
- Mountain Mikes Pizza, 2018 Franchise Conference – 365 room nights in September 2018
- Sysco, Presidents Weekend – 51 room nights in September 2018
- Obesity Medicine Association, 2018 Board Retreat – 28 room nights in October 2018

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- Cargill, Presidents Club – 75 room nights in January 2019
- CAAL, Annual Retreat, 110 room nights in May 2019
- Propane Education & Research Council, 2019 Meeting – 80 room nights in July 2019
- Living Church of God, Feast of Tabernacles – 670 room nights in October 2019
- USFN America's Mortgage Banking Attorney's, Member Retreat – 266 room nights in November 2019

Staff finalized site plans for the Annual Family and Consumer Sciences Leadership and Management Conference. This program will be conducting a site visit May 20-22, 2018 in North Lake Tahoe. This program has the potential to generate 212 room nights and bring 125 people to Lake Tahoe in June 2019

Staff will be conducted a site visit for the Annual Family and Consumer Sciences Leadership and Management Conference May 20-22, 2018. This program has the potential to generate 212 room nights and bring 125 people to Lake Tahoe in June 2019

Staff selected appointments for the Connect New England Show in Providence, RI

Staff attended the HelmsBriscoe Annual Business Conference in Orlando, FL. This event brings together over 400 HelmsBriscoe meeting planners to meet with suppliers. Staff had over 60 meetings with HB representatives.

Staff assisted in putting together a site visit for the Google Search Tahoe Offsite June 5-6, 2018. This program has the potential to generate 2000 room nights and bring 1500-2000 people to Lake Tahoe in July 30 – August 1, 2018.

Staff worked on putting together a welcome amenity/gift back for a Coca Cola program July 30-31, 2018 in Squaw Valley. This program will bring about 120 people

Staff attended monthly NLTRA Marketing Meeting

Staff met with Northstar staff to discuss conference sales strategy

Staff had a conference call with Lake Tahoe Lacrosse Summit to discuss lodging block.

Staff gathering and entering pick up reports for all May programs that actualized.

Staff had the following programs go definite in May:

- August 26-28, 2018. Cintas OPS Roundtable. Expected to generate 24 room nights and bring 12 people.
- August 23-26, 2018. Wheelis Family Reunion. Expected to generate 30+ room nights and bring 30 people.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of May, 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  
May 2018 Monthly Re-cap

TRAVEL TRADE INFORMATION:

- Australia Trainings
  - Facebook Live with Luxury Escapes
  - Webinar for Travel Managers- accessible to 500+ agents
  - Agents trained at Mogul Ski (10), Ski Max (100), Infinity Holidays (30), Qantas Holidays (15), Sno' n' Ski (30), TravelPlan Melbourne, Sydney & Brisbane (25), Blue Powder Tours (2) and HelloWorld (2)
- UK Trainings May:
  - BA Holidays, Funaway Holidays, Travel Councillors
  - Primarily worked on new marketing-collaborative, see notes below.
- Site Visits:
  - Proonda, Argentina
  - AAA
- NEW Marketing Co-operatives Underway:
  - American Sky, UK
    - (2) Month Campaign
    - In conjunction with Visit California, we will be doing a content & social media campaign and a consumer database e-blast to 500K travel agents (twice).
  - CANUSA, Germany
    - (3) Month Campaign
    - Content Package for their online website magazine
    - Yearly report on booking trends
    - Promotion package
    - Brand Awareness Campaign
  - Gold Medal Travel Agency, UK
    - In conjunction with Visit California, we will join them on this campaign. Our UK Rep will do sales trainings with Gold Medal Agents.
    - Full page ad in the California Tour Operator Magazine
    - Consumer Flyer
    - Agent newsletter e-blast
    - Social Media promotion
    - Feature in the travel agent California Guide
  - Joint Talents, Chinese Tourism Development
    - (6) Month Campaign
    - Bi-lingual landing page
    - Chinese Editorial & Pictorial

- English Editorial with Middle Land Magazine + Ad in Magazine
- Chinese Email Campaign – 50K
- Facebook Chinese Targeting campaign
- Chinese Social Media – WeChat Campaign
- Ski Solutions, UK
  - (2) month Campaign
  - Newsletter Inclusion
  - Homepage Promotion
  - Video + Partner Logo on website
  - Facebook, Twitter, Instagram & Blog Posts – brand awareness
- Passion Media, Canada
  - (3-5) Month Campaign
  - (6) e-newsletters
  - (1) month of trade online banner ad's
  - (1) online article teaching agents how to sell North Lake Tahoe
  - (1) Print Ad
- Expedia
  - Looking to run this September 15<sup>th</sup> – November 15<sup>th</sup>
  - Our last program had a \$41:\$1 ROI
  - Looking for hotel partner buy in by early July

#### INTERNATIONAL MEDIA:

- Upcoming International Media:
  - Travel Nevada UK Media FAM, June
  - Travel Nevada Canada Media FAM, June
  - Canada Blogger, Visit California, June
  - Travel & Leisure Magazine, Mexico, July

#### TRAVEL TRADE FAMS:

- Hosted FAMS:
  - Travel Councilors UK Spring FAM, Luxury FAM
- Upcoming FAMS:
  - UK SuperFAM in October – FAM request is out for lodging

#### INTERNATIONAL OFFICES UPDATE:

- Australia is moving from an Australia & New Zealand Trade Contract to just an Australia Trade and Australia PR Contract
  - Sarah to provide end of the year report in July
- UK will remain the same – UK & Ireland Trade Contract
  - Sarah to provide end of the year report in July
- RFP went out for Canada representation

#### SALES MISSION INFORMATION:

- Attended Tradeshow/Sales Missions:
  - Australia Sales Mission – May 20-29<sup>th</sup>

- Attended Consumer snow expos in Sydney and Melbourne with over 1000+ travel agents
- Attended consumer expos for clients of Mogul Ski & SkiMax
- Gate 7 representative attended ski shows in New Zealand
- International Pow Wow – Denver May 19-24<sup>th</sup>
  - Partners that attended: Hyatt Regency & Tahoe Mountain Lodging
  - Had 52 appointments. Leads Attached

MISC:

- Local Site Visit – Resort at Squaw Creek & Granlibakken
- Attend High Sierra Council Meeting in the Visit California Sacramento Offices
  - Currently electing new officers, prepping for Canada Sales Mission, completing 13 page California Star Program and prepping for next year's rural grants.



*professional creative services*

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*

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# May Recap

 north lake tahoe

the  
abbi  
agency

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# **Public Relations Results Content Review Social Media Update**

## PUBLIC RELATIONS APPROACH

**STRATEGY:** With warmer temperatures underway, The Abbi Agency transitioned to Summer messaging for fly markets and long lead opportunities. May 2018 largely focused on early summer messages, including wellness and golf. In addition, The Abbi Agency used the warmer weather and "what's new" information from partners to fuel long-lead fall opportunities and outreach.

**OBJECTIVES:** The Abbi Agency aimed to: 1) increase awareness of lesser-known summer activities and features; 2) Secure pre and post coverage of Wanderlust Festival to elevate the perception of wellness in North Lake Tahoe; 3) Increase awareness of the region's arts & culture scene and local luminaries

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

**CONTENT + NOTABLE PITCHES:** Summer wellness; Golf and Tahoe City Golf Course celebrates centennial anniversary; Thunderbird Lodge; Memorial Day; Fourth of July; Father's Day in Tahoe

# PUBLIC RELATIONS RESULTS

PLACEMENTS: 12      PUBLICITY VALUE: \$ 593,325

**PUBLICATION HIGHLIGHTS:** The Mercury News, East Bay Times, Los Angeles Times, The Tahoe Weekly, Marin Magazine, Outside Online, Spike's Peeks: The Art of Travel, Brit + Co, Outdoor Sports Guide, ReadySetJetSet.net, U.S. News, Far West Skier's Guide

**FAM COORDINATION:** The Abbi Agency hosted national influencer/blogger, Scott Eddy, in partnership with Visit California. The agency coordinated itineraries, activities, lodging and/or dining for the following domestic journalists arriving in June: Regional Golf Media Tour (June 6); Josh Sens (Golf.com, June 16-18); TravelNevada Spring Fam (June 12-16).

**MEDIA MISSIONS:** The Abbi Agency did not conduct any media missions during the month of May; however, the agency is following up with contacts from past missions, including the Visit California and Travel Nevada media receptions in New York City.

**COVERAGE BOOK:** <https://coveragebook.com/b/1623e08d>

**KEY INSIGHTS:** The Abbi Agency's primary spring message points included: 1) Regional golf activities and anniversaries (Tahoe City Golf Course); 2) Father's Day activities; and 3) Dual-Sports. Looking forward, the agency compiled a "What's New Summer" press release, and transitioned into fall pitching for long-lead opportunities.

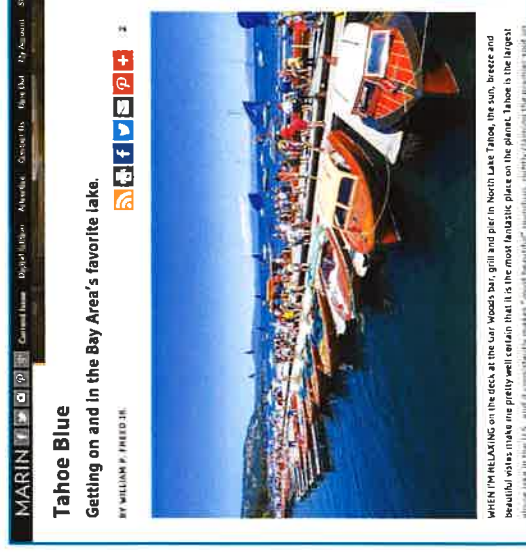


# Placement Highlights



## Sports Guide Summer Getaways for Couples

## LA Times Summer Festival Features



## Marin Magazine Tahoe Blue

kind5

# INTERNATIONAL PUBLIC RELATIONS

PLACEMENTS: 0 (pending from Q1)      PUBLICITY VALUE: N/A

**PARTNER FAM COORDINATION:** The Abbi Agency worked with Visit California and TravelNevada to host and/or coordinate lodging/activities for the following partner FAMs: 1) French Journalist, Delphine Bauer; 2) UK Group FAM (June 5-6); 3) TravelNevada Canada Group Fam (June 18-19).

**OWNED FAM COORDINATION:** The agency coordinated travel for Janna O'Toole with Elle Australia; however, she unfortunately canceled her trip. The agency also secured lodging for Pedro Manuel Aguilar Ricalde (July 18-23), and began coordinating his itinerary for the Wanderlust Festival.

**PARTNER COMMUNICATIONS:** The Abbi Agency provided 3-4 pitch angles covering health & wellness, fall secret season, overall capital improvements and renaissance. The agency is currently booking additional partner phone calls for Q3.

**ADDITIONAL EFFORTS:** The Abbi Agency has continued follow-up conversations and has secured leads with with journalists in India (Ashwin Rajagopalan), Germany (Thorsten Keller) and Australia (Mike Alexander).

## CONTENT

**BLOG:** content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels)

**NEWSLETTER:** content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

**CAMPAIGNS:** Local Luminaries, Memorial Day, Spring Secret Season, Summer in North Lake Tahoe

# CONTENT REVIEW

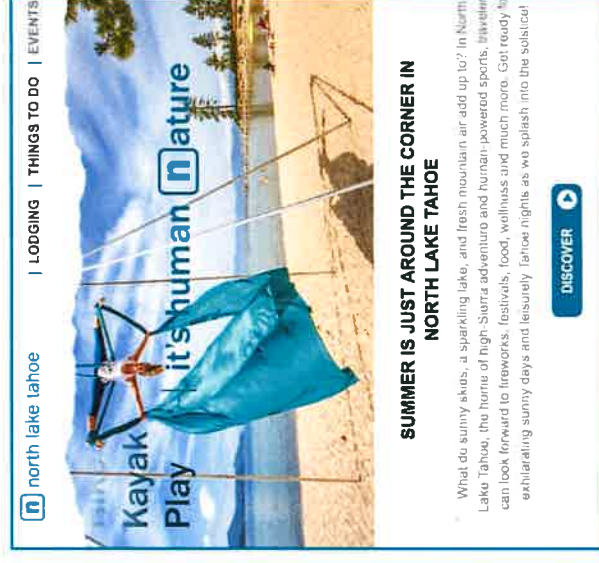
PRESS RELEASES / MEDIA ALERTS ISSUED: 0

## BLOGS POSTED: 2

Tahoe's 5 Most Instagrammable Spring Spots | Social Shares: 514  
Your Guide to Summer in North Lake Tahoe | Social Shares: 301

## NEWSLETTERS DISTRIBUTED: 1

Summer is Coming, Plan Your Getaway Today!  
8.4% open rate, 0.9% click-thru rate (CTR)  
Majority opened around 10AM PST



## SOCIAL MEDIA

**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** Transition into Summer messaging promoting lake/water activities.

**OBJECTIVES:** Use existing Luminaries footage combined with new content to begin promoting Summer weather and the upcoming events that are provided.

**CAMPAIGNS:** Wanderlust, 4th of July, Local Luminaries

**ENGAGEMENT INSIGHTS:** Overall impressions for all of our social media pages increased an average of 17%, with Facebook impressions increasing 40% during the month of May.

*Note: Unfortunately, due to recent changes made by Facebook and Instagram's API, Instagram was disconnected from our reporting software for a few days, making some of the month's data incomplete.*



# SOCIAL MEDIA UPDATE

## MAY GROWTH:

- Facebook: 648 New Fans
- Instagram: 541 New Followers
- Twitter: 80 New Followers

## SOCIAL CAMPAIGNS & TACTICS:

### July 4th Promotion:

- Reach: 28,676
- Reactions: 29
- Shares: 4

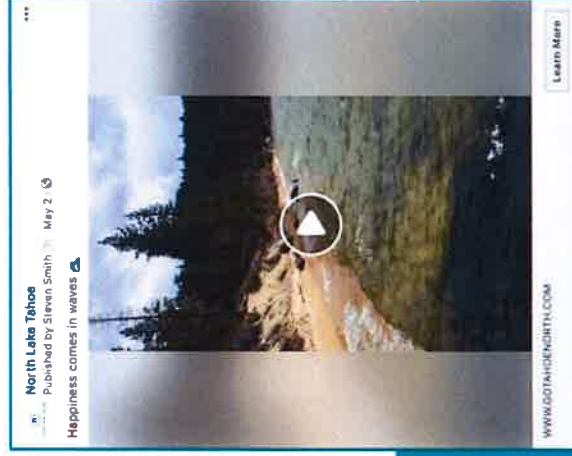
## SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

**#1 Facebook Post, Whale Beach:** 80.k Reach, 1.9k Reactions, 81 Comments, 376 Shares

**#1 Instagram Post, Eagle Rock:** 33.7k Impressions, 3.5k Likes, 30 Comments

**#1 Twitter Post, Whale Beach:** 34.5k Reach, 66 Likes, 15 Retweets

**INSIGHTS:** All of the top performing posts this month were all taken via an Abbi Agency photo/video shoot.



# **SOCIAL MEDIA INSIGHTS**

## **MONTHLY HIGHLIGHTS**

- Short, simple, but beautiful video content continues to thrive across all of our social media channels.
- All of the top performing posts this month were all taken via an Abbi Agency photo/video shoot. The top 5 best performing posts on Facebook were all pieces of photography taken in house. This validates the need for continued development of visuals that are social media-specific.


## **INSIGHTS AND TAKEAWAYS**

- 94% of our viewers watch video without sound. This is valuable knowledge/data and all future video content should be developed with this in mind.
- 65% of our engaged audience is female, while our audience that we're reaching is about 50/50.



Thank You

# | May Advertising Recap

 north lake tahoe

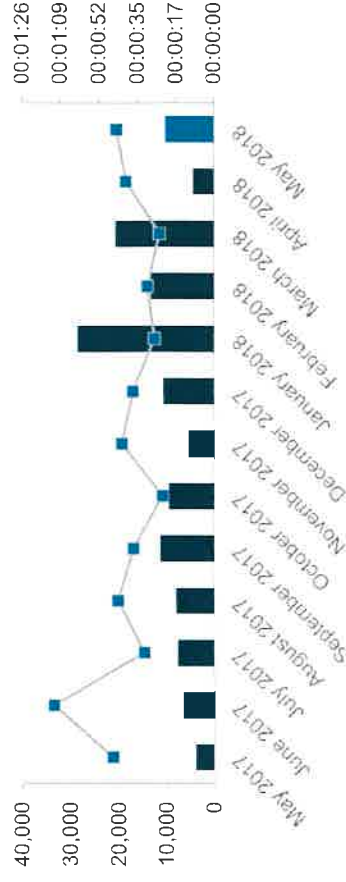


## Overview by Campaign

- Consumer and MCC ads combined for nearly 3 million impressions in May, resulting in over 10K website visits. Notably, nearly 31% of all users who visited NLT's website from ads spent more than 115 seconds on the site and 2.7% of users clicked on a book now button.

- The start of the Summer Consumer campaign resulted in a boost in performance, including increased click through rates across display and social. Overall, this resulted in a 85% increase in CTR.

Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	2,604,169	0.40%	\$26,098	9,685	00:42	1.5	87%	2,970	278
MCC	468,800	0.23%	\$2,237	544	01:24	2.2	57%	178	1
<b>Total</b>	<b>2,964,532</b>	<b>0.37%</b>	<b>\$28,335</b>	<b>10,229</b>	<b>00:44</b>	<b>1.5</b>	<b>77%</b>	<b>3,148</b>	<b>279</b>

## May Advertising Recap | All Campaigns

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# | Consumer



 north lake tahoe

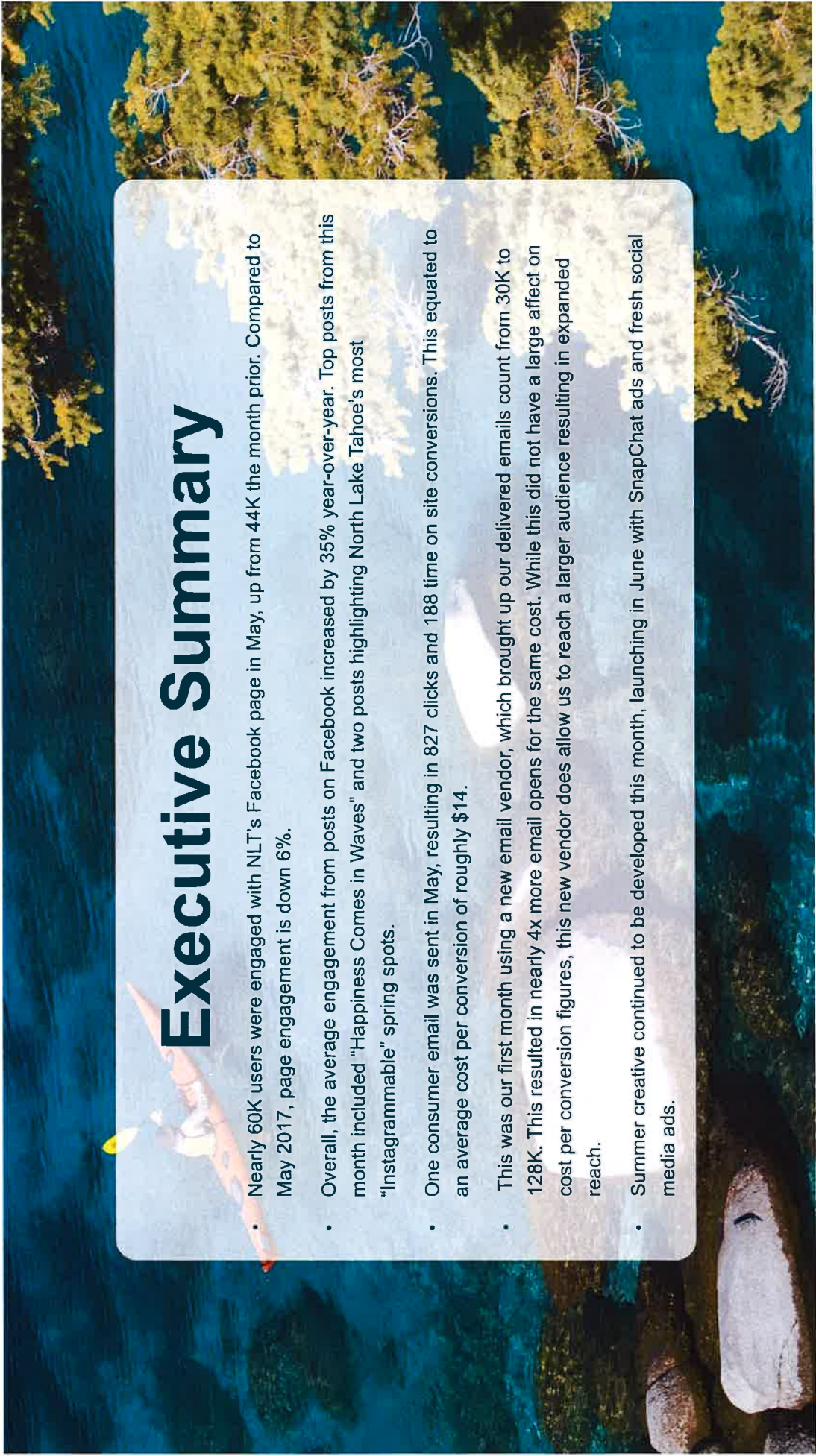
# Executive Summary

- The Consumer campaign served over 2.6 million impressions in May split between Spring and Summer ads. Overall, this led to nearly 10K site visitors and 3K time on site conversions; up from 4K and 1.7K (respectively) the month prior. Compared to May 2017, ad traffic is down 22% as a result of reduced ad spend. This led to an overall decline in web traffic (-4%).
- Despite reduced traffic volume, book now button clicks are up 3% year-over-year, helped by an increased focus on high-quality site traffic.
- Overall, the number of TOS conversions from display ads increased by 78% in May, resulting in a 40% improvement in cost per conversion.
- Improved performance is largely due to the introduction of summer creatives, specifically within retargeting placements. In addition, dropping Native ads in May helped drive down the average cost per TOS conversion.
- Display ad performance varied minimally between personas, with all three driving nearly identical CTR and CPC figures. Notably, outdoor enthusiasts were most likely to spend over 115 seconds browsing the site; this is the second straight month in which this persona drove the lowest cost per conversion.



# Executive Summary

- Ads served to users in New York and San Francisco performed best among younger and older audiences, while ads served to users in LA performed best among Families.
- The Spring 2018 campaign ended strong, resulting in a high average CTR and its lowest cost per conversion to date (\$19). In addition, the Summer campaign started on the 21st, driving over 200 users to the site in the first month.
- Evergreen campaigns continued to perform well, especially the local campaign. Together, these two campaigns accounted for 86% of all time on site conversions and 88% of book now conversions.
- Social ads witnessed a large boost in performance this month, largely due to the addition of dynamic creatives. By utilizing dynamic ads, we are able to find the highest-performing combination of ad creative, headline copy, and body copy.
- Since switching to dynamic ads, the average cost per TOS conversion improved by 57%. It is important to note that we generally see improved performance when we launch new creative.

A person in a kayak is on a lake, with mountains in the background. The scene is captured from a low angle, showing the water's surface and the distant peaks. The overall tone is serene and natural.

# Executive Summary

- Nearly 60K users were engaged with NLT's Facebook page in May, up from 44K the month prior. Compared to May 2017, page engagement is down 6%.
- Overall, the average engagement from posts on Facebook increased by 35% year-over-year. Top posts from this month included "Happiness Comes in Waves" and two posts highlighting North Lake Tahoe's most "Instagrammable" spring spots.
- One consumer email was sent in May, resulting in 827 clicks and 188 time on site conversions. This equated to an average cost per conversion of roughly \$14.
- This was our first month using a new email vendor, which brought up our delivered emails count from 30K to 128K. This resulted in nearly 4x more email opens for the same cost. While this did not have a large affect on cost per conversion figures, this new vendor does allow us to reach a larger audience resulting in expanded reach.
- Summer creative continued to be developed this month, launching in June with SnapChat ads and fresh social media ads.



## Display Ad Examples

**Remember**  
it's human  


[PLAN YOUR TRIP](#)




 north lake tahoe


**Families**


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

Impressions: 291K  
Clicks: 577  
CTR: 0.20%  
TOS Conversions: 33  
**CVR: 5.72%**

**Energize**  
it's human  


[PLAN YOUR TRIP](#)




 north lake tahoe


**Outdoor Enthusiasts**


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

Impressions: 314K  
Clicks: 628  
CTR: 0.20%  
TOS Conversions: 54  
**CVR: 8.60%**

**Refresh**  
it's human  


[PLAN YOUR TRIP](#)



 north lake tahoe

**Workaholics**

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

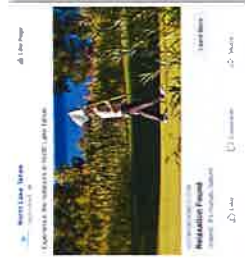
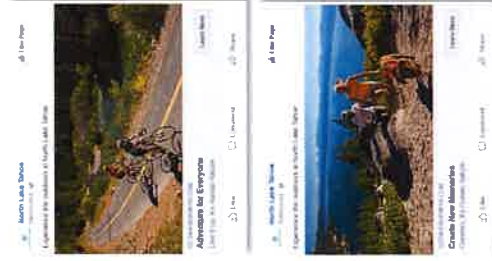
Impressions: 340K  
Clicks: 687  
CTR: 0.20%  
TOS Conversions: 39  
**CVR: 5.68%**

May Advertising Recap | Consumer

Final-7

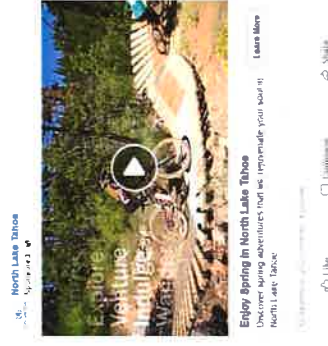
# Social Ad Examples

## Dynamic Creative



Impressions: 452K  
 Clicks: 2.3K  
 CTR: 0.52%  
 Engagement: 2,209  
 TOS Conversions: 614  
 CVR: 26.16%

## Spring Video



Impressions: 193K  
 Views: 21.6K  
 View Rate: 23%  
 Engagement: 682  
 TOS Conversions: 118  
 CVR: 3.93%

May Advertising Recap | Consumer

Run-8

| MCC



 north lake tahoe

xind-9




# Executive Summary

- In May, MCC ads directed over 500 users to North Lake Tahoe's site. Compared to May 2017, traffic from MCC ads is down 42%, largely due to a 54% reduction in ad spend. To combat declining web traffic, we would suggest increasing the frequency of email sends. Historically, we have seen email ads drive the largest share of MCC traffic and the highest quality site visitors.
- May CTRs from MCC ads were 38% below the 12-month average, suggesting a refresh is needed. New social creative is in the pipeline and the email template will be updated to coincide with the new MCC landing page, which is in development. We expect both of these adjustments to result in improve CTRs and lower CPCs.
- An MCC email was delivered to 21.K users resulting in 3.3K opens. This drove nearly 400 users to GoTahoeNorth's site with roughly 40% of users spending a considerable amount of time on the site.
- MCC social ads continued to perform well in May, resulting in 676 ad clicks and 30 time on site conversions. Overall, the cost to drive a user to NLT's website continued its downward to in May.
- We introduced a new ad type on LinkedIn this month, sponsored posts. Initial results showed a strong CTR (0.49%) and high engagement rate (0.19%). We will continue to monitor the performance of these ad types in June to determine their efficacy.

## Social Ad Examples

**North Lake Tahoe**  
Let the beautiful backdrop of North Lake Tahoe inspire the destination of your next conference or event.




**Take Your Meeting Outside**  
We have the views, you have the ideas.

**Facebook Prospecting**

Impressions: 35K  
Link Clicks: 296  
CTR: 0.85%  
Engagement Rate: 0.24%

**North Lake Tahoe**  
Go beyond the meeting room when you book your next conference or event at North Lake Tahoe.



**Take Your Meeting Outside**  
We have the views, you have the ideas.

**Facebook Retargeting**

Impressions: 12K  
Link Clicks: 128  
CTR: 1.05%  
Engagement Rate: 0.09%

**North Lake Tahoe**




**Meet Up for Success**  
Bring important work conversations to the lake when you hold your meetings at one of our beautiful meeting rooms.

**Facebook Video**

Impressions: 14K  
Link Clicks: 188  
Video Views: 707  
View Rate: 5.21%  
Engagement Rate: 0.17%

**Meetings Made Easy**  
Let North Lake Tahoe's CVB help you guarantee your next event's success.



Impressions: 387K  
Link Clicks: 64  
CTR: 0.02%  
CTR (Sponsored Post): 0.49%

May Advertising Recap | MCC

11-2018



**Thank You**



**Summary:**

Thunderbird tours are up and running. We are still short a position but have 2 finalists we are close to making a decision on. Seasonal help has been brought on to help with the increased visitor traffic. Galis Dungal has been rebuilt.

**Staffing:**

- Administrative Assistant/Visitor Service Specialist position needing to be replaced
- Seasonal position has been restored for summer

**Operations:**

- Monitor budget for remaining month of fiscal
- Working on 18/19 budget with Andy
- Changing policies for efficiencies
- Helping fill in where needed with missing position
- Continuing to review visitor handouts for clarity and quality of information
- Took Thunderbird Tour for education

**Projects:**

- Completed parking lot sealing May 28
- Galis Dungl rebuilt and relocated
- Started Visitors Center Instagram account
- Actively building fan base on Facebook though engaging posts
- Rewriting some visitor handouts
- Developed and produced new counter visitor map
- Andy and I planted front of Center with flowers and hanging baskets

**Meetings attended:**

- Attended Summer Recreation Luncheon, Sunnyside

## **Sales Department Report for May 2018**

Staff – Bart Peterson – Business Development Manager

### **Activity Tickets**

Red White and Tahoe Blue Wine & Cheese product is live

### **Leisure**

2018 Australia Sales Mission May 20-29

Attended consumer snow expos in Sydney and Melbourne where we spoke with 1,000+ Aussies planning winter vacations

Attended consumer expos for clients of Mogul Ski and SkiMax

Presented a webinar for Travel Managers accessible to 500+ agents

Facebook Live interview with Luxury Escapes

Reservation agent trainings with Mogul Ski (10), SkiMax (100), Infinity Holidays (30+ video), Qantas Holidays (15), Sno'n'ski (30), Travelplan Melbourne, Sydney and Brisbane (25), Blue Powder Tours (2) and Helloworld (2)

### **Conference**

Site tour of Village at Squaw with Flying Dutchmen Ski Club

Douglas Products Managers Retreat CVENT Lead chose Lake Tahoe Resort Hotel for their June 18-20, 2018 program.

### **Sport**

Terrain Race RFP distributed to Homewood, Diamond Peak, Squaw and Northstar

X1V6-1

President/CEO Report  
Activities Report  
June 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Working with accounting department to finalize FY 2017/18 budget reforecast
  - Finalized FY 2018/19 Budget Approvals
  - Oversee agency efforts on behalf of the coop funding partners
  - Plan and development of summer consumer media effort
  - Review and approve Coop invoice billing and payments
  - Manage website review and enhancement project
  - Finalized NLT Coop Agreement revision
  - On-boarding of new NLTRA accounting staff on Coop procedures
  - Work with staff on new AUS and UK trade and PR representation contracts
  - Work with staff on FY 2018/19 PR/Social Communication scope of work with Abbi Agency
- OPERATIONS & ACCOUNTING
  - Continue on-boarding of Operations & Finance Director
  - Finalized IVCBVB FY 2017/18 Budget Reforecast
  - Finalized FY 2018/19 Budget for Board approval
  - Began Thunderbird Tour Season
  - On-boarded seasonal summer staffing
- PROJECTS
  - Work with Reno Tahoe Territory Partner on new project development
  - Working with RSCVA and LTVA on enhanced Austin TX consumer campaign
- MEETINGS
  - Attended RASC Executive Committee Meeting
  - Participated in GTN website project meetings
  - Met with Dan Dorr from Northstar on Coop and Tahoe Film Festival projects
  - Attended NLTRA Board Meeting
  - Met with Chris Skelding, Hyatt, on Cooperative tourism plan initiatives and budgets
  - Attended NLT Coop Committee meeting
  - Attended TMA meeting
  - Attended Sales Staff meetings
  - Attended Vendor status meetings
  - Attended RASC Board meeting
  - Met with Tahoe Biltmore staff on Partnership Funding
  - Attended Reno Tahoe Territory meeting