



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Monday April 1st 2019 10:00 am

*****NOTE 10:00 am START TIME *****

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Monday April 1st, 2019 beginning at 10 am. The meeting will be held at the Hyatt Regency Lake Tahoe, 111 Country Club Drive, Incline Village, NV 89451.

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

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| I. Call to Order/Roll Call | Blane Johnson |
| 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. | Blane Johnson |
| III. Approval of Agenda – (For Possible Action) | Blane Johnson |
| IV. Approval of Board Minutes from the Meeting of February 20th, 2019 – (For Possible Action) | Blane Johnson |
| V. Review and Discussion on FY 2019/20 Revenue Projections | Andy Chapman |
| VI. Strategic Board Discussion & Retreat | Andy Chapman |
| A. RASC/Air Service Discussion | 10:30 – 11:30 |
| B. Board Lunch and Strategic Conversation | 11:30-12:15 |
| C. TDD/TRPA Transportation Discussion | 12:30 – 1:30 |
| D. NLT Marketing Cooperative Discussion | 1:30 – 2:00 |
| E. Board Review and Budget Prioritization | 2:00 – 2:30 |
| VII. Old Business | Blane Johnson |
| VIII. New Business | Blane Johnson |

IX. PUBLIC COMMENT – Pursuant to NRS 241.020 **Blane Johnson**

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

X. Adjournment – (For Possible Action)

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1622.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

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Incline Village Crystal Bay Visitors Bureau

**February Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, Feb 20, 2019, 3pm**

I. Call to Order/Roll Call

Blain Johnson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:06 pm by Chair Johnson. Roll call was taken, and the following members were present: Blain Johnson, Michael Murphy, Heather Bacon (phone), Devon Reese (phone) and Bill Wood (phone) 3:11. The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Operations and Finance Director.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Blain Johnson

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

None

III. Approval of Agenda (For Possible Action)

Blain Johnson

Motion to approve the Agenda by Michael Murphy. Second by Heather Bacon. Approved.

IV. Approval of Jan. 16th Board Minutes (For Possible Action)

Blain Johnson

Motion to approve the Jan. Board Meeting Minutes by Michael Murphy. Second by Heather Bacon. Approved.

V. Review of January 2018 Financial Statements

Greg Long

Greg Long reviewed the January 2019 Financial Statements.

Motion to approve the January 2019 financial statements by Michael Murphy. Second by Bill Wood. Approved.

VI. Discussion on IVCBVB Support of Lodging Surcharge

Andy Chapman

CEO Chapman introduces RSCVA/NRA surcharge for air service to Reno, NV.

Key Points if IVCBVB were to participate:

- Restricted (for air service) funds would come back to source
- Perpetuity of surcharge?
- 5 year trial period?
- Fund transit needs with increased air traffic and night service

- Surcharge \$1.00 of Air service and 1.00 for Transit discussed
- S. Lake is not involved currently due to boundaries
- 187,000 room nights in Incline/Crystal Bay

General board consensus is for the support to move forward with drafting a bill for the legislature. Bill language would have to be approved by the board before moving forward. Funds can only be used in our portion of Washoe County.

Motion to approve the bill creation to support the \$2.00 surcharge by Michael Murphy. Second by Bill Wood. Approved.

VII. Discussion on July 4th Fireworks and Barge Purchase **Andy Chapman/B. Johnson**

CEO Chapman discusses the barge negotiation with RWTB. RWTB is \$37,000 in debt. IV/CB Fireworks Coalition would help RWTB get out of debt with the purchase of the barges currently owned by RWTB. IVCBVB could loan the money or grant the money to the coalition. Board agrees to grant \$37,000 to the coalition.

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

VIII. IVCBVB Participation in the Mountain Housing Council **Andy Chapman**

CEO Chapman discussed the Mountain Housing Council and how Incline/Crystal Bay has not been a part of the discussions. They have a 3-year contract with Truckee Tahoe Community Foundation. CEO Chapman thinks someone from the IVCBVB board should become a member and therefore be at the table for discussions and decisions.

Board direction is to move forward with participation. CEO Chapman will send a note to the board for decision on who will be the Incline Village Crystal Bay representative.

IX. Discussion on 2019 Board Retreat Objectives and Date **Andy Chapman/B. Johnson**

CEO Chapman discusses board retreat times, dates and content. Will be finalized via email and posted through the appropriate channels.

X. Review of February 2019 Dashboard Report **Andy Chapman/G. Long**

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

XI. Coop Departmental Reports **Andy Chapman**

- a. Conference Sales (in packet)
- b. Leisure Sales (in packet)

- c. Website Content (in packet)
- d. Communications/Social (in packet)
- e. Advertising (in packet)

XII. Management Reports

Andy Chapman

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

XIII. Old Business

Andy Chapman

CEO Chapman explains that NDOT has decided to retain the southbound ramp from 580 to the Reno Tahoe International airport after a successful letter writing campaign.

XIV. New Business

Andy Chapman

Heather Bacon discusses TTD transit plan and how they are discussing use fees or matching funds from local businesses to fund a shortfall to execute the plan. Need to be more actively involved in process. Our needs have not been addressed in plan.
Daphne Lange, tourism director, is departing the NLTRA.

XV. Director Comments

Andy Chapman

None

XVI. PUBLIC COMMENT – Pursuant to NRS 241.020

Blain Johnson

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

None

XVII. Adjournment – (For Possible Action)

Suggested adjournment by Bill Wood. Adjourned. 5:01pm

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

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