



north lake tahoe

Incline Village: Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday June 19th, 2019 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday June 19th, 2019 beginning at 3:00pm. The meeting will be held at the Incline Village Crystal Bay Visitor Bureau office located at 969 Tahoe Blvd, Incline Village, NV 89451.

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

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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 May Board Minutes (For Possible Action) | Blane Johnson |
| V. Discuss and Final Approval on Final FYE 2019/10 Budget (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VI. Review of April 2018/19 Financial Statements (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VII. Review of May 2018/19 Financial Statements (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VIII. FY 2018/19 Board Officer Appointment (10 min)
(For Possible Action) | Blane Johnson |
| IX. NLT Marketing Coop Committee Members Appointment (10 min)
(For Possible Action) | Blane Johnson |
| X. Review of FY 2019/20 NLT Cooperative Budget
(For Possible Action) | Andy Chapman |

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|---------------|---|------------------------------------|
| XI. | Discussion and Staff Direction on NLT Cooperative Equity | Board Members |
| XII. | Review of May Dashboard Report (10 min) | Greg Long |
| XIII. | Discussion on CEO Performance Review Process (20 min) | Blane Johnson/Heather Bacon |
| XIV. | Coop Departmental Reports <ul style="list-style-type: none">a. Conference Salesb. Leisure Salesc. Website Contentd. Communications/Sociale. Advertising | Andy Chapman |
| XV. | Management Reports <ul style="list-style-type: none">a. Operations Reportb. Business Development Manager Reportc. President/CEO | Staff |
| XVI. | Old Business <ul style="list-style-type: none">a. 4th of July Fireworks Update | Blane Johnson |
| XVII. | New Business <ul style="list-style-type: none">a. Community “Trash” Meeting | Blane Johnson |
| XVIII. | Director Comments | Blane Johnson |
| XIX. | 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 |
| XX. | Adjournment – (For Possible Action) | |

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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Incline Village • Crystal Bay Visitors Bureau

**February Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, May 15, 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 3:01 pm by Chair Johnson. Roll call was taken, and the following members were present: Blain Johnson, Michael Murphy, Heather Bacon (phone), Bill Watson (phone), Bill Wood and Kim Guinasso. The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Operations and Finance Director. The following guests were present: Leon Aliski and Dan Michell.

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

CEO Chapman discusses changes to Agenda. Item VII and VIII. VII will correct typo and VIII will be delayed until the June meeting.

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

IV. Approval of April 1st Board Minutes (For Possible Action)

Blain Johnson

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

V. Presentation of Economic Significance of Travel Research

**Leon Aliski/
Dan Michell**

CEO Chapman introduces the Dean Runyan guests. Leon and Dan present the Significance of Travel for Incline Village/Crystal Bay.

Summary: From 2012-2107 the economic impacts associated with all visitor spending in the North Lake Tahoe area of Washoe County accounted for nearly \$185 million in visitor spending providing 1230 jobs with earnings of \$44 million made by employees and business owners throughout the North lake Tahoe area.

Full report is available in the packet.

IV-1

- VI. Review and input on draft FYE 2019/20 budget** **Andy Chapman/G. Long**
- CEO Chapman discusses FYE 2019/20 proposed operating budget. Revenue projections are increasing 1.8%.
- VII. Discussion on Partnership Funding Process and Timeline** **Andy Chapman**
- CEO Chapman
- VIII. Review of April 2019 Financial Statements** **Greg Long**
- This item has been postponed until June 2019.
- IX. Update on TART Transit Extension to Tunnel Creek** **Andy Chapman**
- CEO Chapman discusses changes to TART schedule and route.
- TART will now service Tunnel Creek and go to a once an hour loop in Incline/Crystal Bay starting June 27th.
- X. Update on July 4th Fireworks Coalition Efforts** **Andy Chapman/B. Johnson**
- Chair Chapman discusses the fundraising/marketing efforts and thanks CEO Chapman for all of the effort.
- XI. Review of May 2019 Dashboard Report** **Andy Chapman/G. Long**
- Greg Long reviewed the highlights of May dashboard with input from CEO Chapman.
- XII. 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)
- XIII. Management Reports** **Andy Chapman**
- a. Operations Report (in packet)
 - b. Business Development Manager Report (in packet)
 - c. President/CEO (in packet)
- XIV. Old Business** **Andy Chapman**
- No old business.
- XV. New Business** **Andy Chapman**
- CEO Chapman discusses staff changes at the NLTRA
Greg Long discusses possible partnership with Village Ski Loft for a bike rental operation out of the Visitors Center parking lot.

XVI. Director Comments

Andy Chapman

None

XVII. 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

XVIII. Adjournment – (For Possible Action)

Suggested adjournment by Blane Johnson second by Michael Murphy. Adjourned. 5:00 pm

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.
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Incline Village | Crystal Bay Visitors Bureau

MEMORANDUM

Date: June 17th, 2019
TO: IVCBVB Board of Directors
FROM: Andy Chapman
SUBJECT: FY 2019/20 Final Budget Review and Approval

Background

Staff has prepared the attached FY 2019/20 Draft Budget for board review and input. Revenue projections were discussed at the Board's April meeting and have been further developed through consultation with the RSCVA and lodging partners. Expenses projections have been developed using prior year projected numbers as well as projected costs on specific line items.

The Board reviewed the expense budget at its May meeting and provided initial feedback. Staff has further refined the budget based on actual FYE 2018/19 revenues and projected FY 2019/20 revenues and expenses.

Requested Action

Staff will present the FY 2019/20 Final Budget for board direction and approval.

**Lake Tahoe
Incline Village - Crystal Bay Visitors Bureau
FY 2019/20 Draft Budget**

		2018-19	2018-19	2019-20	19/20 to 18/19 YE	19/20 to 18/19 YE
		Projected YE Actual	Approved Budget	Draft Budget	Variance (\$)	Variance (%)
Beginning Fund Equity		381,013	381,013	382,960		

Income

R250	Return on Revenues/Fund Transfers	1,690,583	1,567,119	1,720,151	29,568	1.7%
R252	Interest Income/Dividends	683	415	700	17	2.5%
R269	On-Hold Messaging/Revenue	600	350	700	100	16.7%
R270	Miscellaneous Revenues	24	1,000	500	476	1983.3%
R274	Grants	11,000	21,000	21,750	10,750	97.7%
R277	Concierge Sales	318,981	339,243	320,000	1,019	0.3%
R278	Lift Ticket Sales	2,667	0	2,800	133	5.0%
R290	Consignment Sales	84	0	100	16	19.0%
46000	Merchandise Sales	50,934	49,127	54,754	3,820	7.5%
Total Income		2,075,556	1,978,254	2,121,455	45,899	2.2%

5000	Cost of Goods Sold	25,206	27,020	27,377	2,171	8.6%
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	Gross Profit	2,050,350	1,951,234	2,094,078	43,728	2.1%
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Expenses

305	Staff Wages	342,890	346,877	382,142	39,252	11.4%
312	Employee Vacation Accrual	0	0	0	0	#DIV/0!
313	Employer Insurance of Nevada	934	850	1,000	66	7.1%
314	State Unemployment	3,079	2,000	3,100	21	0.7%
315	Federal Unemployment	441	500	500	59	13.4%
316	PERS Contribution	81,003	84,197	93,044	12,041	14.9%
319	Employer Medicare and SS	6,710	8,000	7,000	290	4.3%
320	Health Insurance	39,128	43,338	41,084	1,956	5.0%
Total Salaries, Wages & Benefits		474,185	485,762	527,870	53,685	11.3%
321	Employee Training Benefits	1,345	2,000	2,000	655	48.7%
401	Utilities - Electric	2,339	2,400	2,400	61	2.6%
402	Utilities - Gas & Heat	1,289	1,450	1,000	(289)	-22.4%
403	Utilities - Water	3,860	3,700	3,900	40	1.0%
405	Bank & Credit Card Charges	16,054	16,200	15,750	(304)	-1.9%
410	Office Supplies/Equipment	6,784	7,000	7,000	216	3.2%
411	Maintenance/Janitorial Services	14,480	15,000	15,000	520	3.6%
412	IT Support	2,113	4,000	2,200	87	4.1%
415	Miscellaneous Tax	0	100	100	100	#DIV/0!
420	Postage & Freight	276	1,000	500	224	81.2%
421	Communications	10,636	11,000	6,000	(4,636)	-43.6%
422	Printing Expenses	0	500	500	500	#DIV/0!
430	Building Repairs & Maintenance	10,009	10,000	8,000	(2,009)	-20.1%
451	Prof. Services - Accounting & Legal	37,299	35,000	37,500	201	0.5%
460	Contract Services	906	2,000	1,000	94	10.4%
461	Remote Offices	42,000	42,000	42,000	0	0.0%
462	Equipment Lease & Maintenance	2,860	3,000	3,000	140	4.9%
470	Misc. Expense	1,134	2,000	1,500	366	32.3%
473	Dues & Subscriptions	4,573	4,000	4,500	(73)	-1.8%
474	Licenses & Fees	210	400	400	190	90.5%
501	Travel & Lodging	7,093	6,000	7,500	407	5.7%
504	Registrations	3,536	1,400	3,500	(36)	-1.0%
505	Local Transport/Car Allowance	1,788	500	2,000	212	11.9%
507	Meeting Expenses	3,618	4,000	3,600	(18)	-0.5%
601	Hospitality In-Market	6,834	7,000	6,500	(334)	-4.9%
622	Advertising Co-op	950,000	950,000	1,000,000	50,000	5.3%
623	Regional Marketing Programs	5,372	10,000	7,000	1,628	30.3%
650	Payroll Services	1,330	1,500	1,500	170	12.8%
689	Web Development/Activity Tickets fee	7,000	7,000	7,000	0	0.0%
690	Sponsorship	111,900	85,000	100,000	(11,900)	-10.6%
691	Shuttle Subsidy	26,780	26,000	35,226	8,446	31.5%
725	Uniforms	456	500	700	244	53.5%
730	Special Promotional Items	220	500	400	180	81.8%
733	On-Hold Messaging	1,533	1,500	1,550	17	1.1%
751	Concierge Expenses	287,371	283,245	278,400	(8,971)	-3.1%
800	Grant Expenditures	0	0	5,000	5,000	#DIV/0!
51100	Freight and Shipping Costs	912	0			
59900	POS Inventory Adj. Merchandise	308	0			
990	Depreciation Expense	0	0			
Total Expenses		2,048,403	2,032,657	2,141,996	94,813	4.57%
Net Ordinary Income		1,947	(81,423)	(47,918)		

Ending Fund Equity	382,960	299,590	335,042
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Accounts Receivable*	
Merchandise Inventory*	
Capital Assets net of Depreciation*	
Accrued Employee Vacation & Sick Time	
Accounts Payable*	

Ending Cash Reserves	382,960	299,590	335,042
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V-2

April 2019 Financial Summary Report

April Month End Variance Report

REVENUE

- R250 Fund Transfer: 8% over budget due to higher February TOT collections.
- R277 Concierge Sales: Over budget due to timing of making products live on site.

EXPENSES

- 0305 Payroll: Under budget due to lower staff needs.
- 0501 Travel & Lodging: Over budget due to Coop expenses before bill back.
- 0690 Sponsorship: Over budget due to increased fireworks funding.
- 0751 Concierge Expense: Over budget due to timing of sales.

April Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 6% over budget due to higher retail sales.
- R277 Concierge Sales: 8% under budget due to lower sales.
- R250 Fund Transfer: 8% over budget due to higher TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.

EXPENSES

- 0316 PERS: 5% under budget due to eligibility factors.
- 0320 Health Insurance: 12% under budget due to lower health insurance plan cost.
- 0412 IT Computers: 62% under budget due to in-house support.
- 0473 Dues and Subscriptions: Over budget due to increased conference schedule.
- 0623 Regional Marketing Programs: Under budget due to lower campaign spending.
- 0690 Sponsorship: 34% over budget due to payment for research project & fireworks.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.

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05/13/19

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
April 2019

Accrual Basis

	Apr 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	2,757.55	2,613.54	144.01	105.5%
R277 · Concierge	3,722.80	0.00	3,722.80	100.0%
R290 · Consignment Sales	10.00			
Total POS Sales	6,490.35	2,613.54	3,876.81	248.3%
R250 · Fund Transfers	107,451.16	99,707.00	7,744.16	107.8%
R252 · Interest Income	5.06	35.25	-30.19	14.4%
R269 · On Hold Messaging	100.00	0.00	100.00	100.0%
R270 · Miscellaneous Revenue	0.00	90.91	-90.91	0.0%
Total Income	114,046.57	102,446.70	11,599.87	111.3%
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,347.48	1,377.44	-29.96	97.8%
Total COGS	1,347.48	1,377.44	-29.96	97.8%
Gross Profit	112,699.09	101,069.26	11,629.83	111.5%
Expense				
0305 · Payroll	26,899.80	29,000.00	-2,100.20	92.8%
0314 · State Employer Taxes	390.07	191.80	198.27	203.4%
0315 · Federal Unemployment	7.87	43.50	-35.63	18.1%
0316 · Public Employees Retirement Sys	6,955.15	7,019.30	-64.15	99.1%
0319 · Employer Medicare/Soc Sec	455.77	626.60	-170.83	72.7%
0320 · Health Insurance	3,389.21	3,609.87	-220.66	93.9%
0321 · Employee Training	0.00	1,000.00	-1,000.00	0.0%
0400 · Utilities				
0401 · Utilities- Electric	214.24	232.85	-18.61	92.0%
0402 · Utilities-Gas & Heat	142.46	193.76	-51.30	73.5%
0403 · Utilities- Water & Refuse	306.22	295.63	10.59	103.6%
Total 0400 · Utilities	662.92	722.24	-59.32	91.8%
0405 · Bank & Cr Card Charges	326.39	287.31	39.08	113.6%
0410 · Office Supplies & Expenses	261.18	438.42	-177.24	59.6%
0411 · Maintenance/Janitorial	836.00	900.00	-64.00	92.9%
0412 · IT - Computers	87.50	354.50	-267.00	24.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	55.80	60.00	-4.20	93.0%
0421 · Communications	1,021.00	754.60	266.40	135.3%
0422 · Printing Expenses	0.00	45.45	-45.45	0.0%
0451 · Legal & Accounting Services	2,750.00	2,559.00	191.00	107.5%
0460 · Contract Services	0.00	82.00	-82.00	0.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	131.22	132.00	-0.78	99.4%
0470 · Misc. Expenses	0.00	169.68	-169.68	0.0%
0473 · Dues & Subscriptions	89.99	50.00	39.99	180.0%
0474 · License & Fees	0.00	12.78	-12.78	0.0%
0501 · Travel & Lodging	823.44	0.00	823.44	100.0%
0504 · Registrations	0.00	60.64	-60.64	0.0%
0505 · Local Transportation/Car	52.20	42.28	9.92	123.5%
0507 · Meeting Expenses	30.25	200.00	-169.75	15.1%
0601 · Hospitality in Market				
0601.5 · In House	246.12	118.69	127.43	207.4%
0601 · Hospitality in Market - Other	-177.28	500.00	-677.28	-35.5%
Total 0601 · Hospitality in Market	68.84	618.69	-549.85	11.1%

VI-2

12:09 PM

05/13/19

Accrual Basis

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

April 2019

	Apr 19	Budget	\$ Over Budget	% of Budget
0622 - Advertising Co-op	90,820.00	90,820.00	0.00	100.0%
0623 - Regional Marketing Programs	793.05	884.97	-91.92	89.6%
0650 - Payroll Expense	100.00	115.50	-15.50	86.6%
0690 - Sponsorship	26,000.00	6,818.00	19,182.00	381.3%
0691 - Shuttle Subsidy/Sponsorship	0.00	2,364.00	-2,364.00	0.0%
0730 - Special Promotional Items	0.00	250.00	-250.00	0.0%
0733 - On-Hold Messaging	133.48	124.80	8.68	107.0%
0751 - Concierge Expense	3,332.00	0.00	3,332.00	100.0%
51100 - Freight and Shipping Costs	32.42			
59900 - POS Inventory Adj -Merchandise	9.35			
Total Expense	170,014.90	153,867.02	16,147.88	110.5%
Net Ordinary Income	-57,315.81	-52,797.76	-4,518.05	108.6%
Net Income	-57,315.81	-52,797.76	-4,518.05	108.6%

VI-3

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2018 through April 2019

	Jul '18 - Apr 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	42,167.80	39,882.63	2,285.17	105.7%
R277 - Concierge	231,535.75	251,573.51	-20,037.76	92.0%
R278 - Lift Tickets	2,667.00			
R290 - Consignment Sales	94.00	0.00	94.00	100.0%
Total POS Sales	276,464.55	291,456.14	-14,991.59	94.9%
R250 - Fund Transfers	1,507,720.08	1,390,307.00	117,413.08	108.4%
R252 - Interest Income	573.04	335.16	237.88	171.0%
R269 - On Hold Messaging	300.00	262.50	37.50	114.3%
R270 - Miscellaneous Revenue	23.90	818.19	-794.29	2.9%
R274 - Grants	0.00	11,000.00	-11,000.00	0.0%
Total Income	1,785,081.57	1,694,178.99	90,902.58	105.4%
Cost of Goods Sold				
50000 - Cost of Goods Sold	20,676.59	22,189.90	-1,513.31	93.2%
50003 - Lift Tickets	2,495.00			
Total COGS	23,171.59	22,189.90	981.69	104.4%
Gross Profit	1,761,909.98	1,671,989.09	89,920.89	105.4%
Expense				
0305 - Payroll	286,394.72	288,137.06	-1,742.34	99.4%
0313 - Employers Insurance of Nevada	934.00	850.00	84.00	109.9%
0314 - State Employer Taxes	2,869.33	1,682.89	1,186.44	170.5%
0315 - Federal Unemployment	298.94	397.84	-98.90	75.1%
0316 - Public Employees Retirement Sys	66,891.70	70,101.43	-3,209.73	95.4%
0319 - Employer Medicare/Soc Sec	5,815.46	6,712.14	-896.68	86.6%
0320 - Health Insurance	32,347.26	36,118.30	-3,771.04	89.6%
0321 - Employee Training	345.00	2,000.00	-1,655.00	17.3%
0400 - Utilities				
0401 - Utilities- Electric	2,002.99	2,014.40	-11.41	99.4%
0402 - Utilities-Gas & Heat	1,051.39	1,233.87	-182.48	85.2%
0403 - Utilities- Water & Refuse	3,206.26	3,108.43	97.83	103.1%
Total 0400 - Utilities	6,260.64	6,356.70	-96.06	98.5%
0405 - Bank & Cr Card Charges	15,160.27	15,266.09	-105.82	99.3%
0410 - Office Supplies & Expenses	4,837.55	4,825.60	11.95	100.2%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	3,283.75	3,000.00	283.75	109.5%
0411 - Maintenance/Janitorial - Other	9,512.58	10,200.00	-687.42	93.3%
Total 0411 - Maintenance/Janitorial	12,796.33	13,200.00	-403.67	96.9%
0412 - IT - Computers	1,250.00	3,290.99	-2,040.99	38.0%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	81.81	-81.81	0.0%
0420 - Postage & Freight	241.79	880.02	-638.23	27.5%
0421 - Communications	8,965.55	9,063.20	-97.65	98.9%
0422 - Printing Expenses	0.00	409.05	-409.05	0.0%
0430 - Building Repairs & Insurance	8,008.60	7,604.00	404.60	105.3%
0451 - Legal & Accounting Services	31,799.25	29,882.00	1,917.25	106.4%
0460 - Contract Services	531.00	1,577.00	-1,046.00	33.7%
0461 - Remote Offices	35,000.00	35,000.00	0.00	100.0%
0462 - Equipment Lease & Maint.	2,283.26	2,423.22	-139.96	94.2%
0470 - Misc. Expenses	133.50	1,660.62	-1,527.12	8.0%
0473 - Dues & Subscriptions	6,085.66	3,680.00	2,405.66	165.4%
0474 - License & Fees	60.00	374.46	-314.46	16.0%
0501 - Travel & Lodging	7,291.84	5,058.88	2,232.96	144.1%
0504 - Registrations	3,036.22	1,339.36	1,696.86	226.7%
0505 - Local Transportation/Car	1,630.19	415.40	1,214.79	392.4%
0507 - Meeting Expenses	1,187.76	3,730.45	-2,542.69	31.8%

VI-4

12:09 PM
05/13/19

Accrual Basis

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
July 2018 through April 2019

	Jul '18 - Apr 19	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	4,341.77	1,262.59	3,079.18	343.9%
0601 · Hospitality in Market - Other	2,722.96	4,500.00	-1,777.04	60.5%
Total 0601 · Hospitality in Market	7,064.73	5,762.59	1,302.14	122.6%
0622 · Advertising Co-op	837,877.00	837,877.00	0.00	100.0%
0623 · Regional Marketing Programs	5,044.80	8,751.93	-3,707.13	57.6%
0650 · Payroll Expense	1,130.00	1,269.00	-139.00	89.0%
0690 · Sponsorship	95,900.00	71,362.00	24,538.00	134.4%
0691 · Shuttle Subsidy/Sponsorship	26,780.00	21,276.00	5,504.00	125.9%
0725 · Uniforms	406.25	500.00	-93.75	81.3%
0730 · Special Promotional Items	20.00	500.00	-480.00	4.0%
0733 · On-Hold Messaging	1,285.12	1,250.47	34.65	102.8%
0751 · Concierge Expense	210,580.16	211,487.78	-907.62	99.6%
51100 · Freight and Shipping Costs	944.85	0.00	944.85	100.0%
59900 · POS Inventory Adj -Merchandise	389.56	0.00	389.56	100.0%
Total Expense	1,729,878.29	1,712,155.28	17,723.01	101.0%
Net Ordinary Income	32,031.69	-40,166.19	72,197.88	-79.7%
Net Income	32,031.69	-40,166.19	72,197.88	-79.7%

VI-5

May 2019 Financial Summary Report

May Month End Variance Report

REVENUE

- R250 Fund Transfer: 10% over budget due to higher March TOT collections.
- R277 Concierge Sales: 21% over budget due to higher Activity Ticket sales.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement

EXPENSES

- 0305 Payroll: 8% under budget due to lower staff needs.
- 0430 Building Repairs and Insurance: Under budget due to timing of needs.
- 0451 Legal and Accounting Services: Under budget due to timing of invoice.
- 0501 Travel & Lodging: Over budget due to Coop expenses before bill back.
- 0690 Sponsorship: Over budget due to timing of grant payment.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Over budget due to timing of sales.

May Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 10% over budget due to higher retail sales.
- R277 Concierge Sales: 6% under budget due to lower yearly sales.
- R250 Fund Transfer: 9% over budget due to higher TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.

EXPENSES

- 0305 Payroll: Under budget due to lower staffing needs
- 0316 PERS: 5% under budget due to eligibility factors.
- 0320 Health Insurance: 10% under budget due to lower health insurance plan cost.
- 0412 IT Computers: 63% under budget due to in-house support.
- 0473 Dues and Subscriptions: Over budget due to increased conference schedule.
- 0501 Travel and Lodging: 65% over budget due to Coop expenses before bill back.
- 0623 Regional Marketing Programs: Under budget due to lower campaign spending.
- 0690 Sponsorship: 42% over budget due to payment for research project & fireworks.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

May 2019

	May 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 • Merchandise Sales	5,355.13	3,440.62	1,914.51	155.6%
R277 • Concierge	18,148.26	14,976.64	3,171.62	121.2%
R290 • Consignment Sales	13.00			
Total POS Sales	23,516.39	18,417.26	5,099.13	127.7%
R250 • Fund Transfers	107,451.16	97,502.00	9,949.16	110.2%
R252 • Interest Income	58.01	41.10	16.91	141.1%
R270 • Miscellaneous Revenue	25.00	90.91	-65.91	27.5%
R274 • Grants	0.00	10,000.00	-10,000.00	0.0%
Total Income	131,050.56	126,051.27	4,999.29	104.0%
Cost of Goods Sold				
50000 • Cost of Goods Sold	2,872.28	1,804.71	1,067.57	159.2%
Total COGS	2,872.28	1,804.71	1,067.57	159.2%
Gross Profit	128,178.28	124,246.56	3,931.72	103.2%
Expense				
0305 • Payroll	26,986.30	29,200.00	-2,213.70	92.4%
0314 • State Employer Taxes	390.94	196.39	194.55	199.1%
0315 • Federal Unemployment	6.93	43.80	-36.87	15.8%
0316 • Public Employees Retirement Sys	6,952.77	7,019.30	-66.53	99.1%
0319 • Employer Medicare/Soc Sec	462.90	632.40	-169.50	73.2%
0320 • Health Insurance	3,389.21	3,609.87	-220.66	93.9%
0321 • Employee Training	250.00	0.00	250.00	100.0%
0400 • Utilities				
0401 • Utilities- Electric	221.97	193.29	28.68	114.8%
0402 • Utilities-Gas & Heat	110.85	126.90	-16.05	87.4%
0403 • Utilities- Water & Refuse	306.85	291.55	15.30	105.2%
Total 0400 • Utilities	639.67	611.74	27.93	104.6%
0405 • Bank & Cr Card Charges	135.22	322.38	-187.16	41.9%
0410 • Office Supplies & Expenses	155.67	870.16	-714.49	17.9%
0411 • Maintenance/Janitorial	1,016.16	900.00	116.16	112.9%
0412 • IT - Computers	87.50	354.50	-267.00	24.7%
0415 • Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 • Postage & Freight	120.16	60.00	60.16	200.3%
0421 • Communications	847.07	1,000.26	-153.19	84.7%
0422 • Printing Expenses	0.00	45.45	-45.45	0.0%
0430 • Building Repairs & Insurance	500.00	2,396.00	-1,896.00	20.9%
0451 • Legal & Accounting Services	0.00	2,559.00	-2,559.00	0.0%
0460 • Contract Services	0.00	375.00	-375.00	0.0%
0461 • Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 • Equipment Lease & Maint.	131.22	294.00	-162.78	44.6%
0470 • Misc. Expenses	0.00	169.68	-169.68	0.0%
0473 • Dues & Subscriptions	0.00	180.00	-180.00	0.0%
0474 • License & Fees	0.00	12.78	-12.78	0.0%
0501 • Travel & Lodging	1,852.08	941.12	910.96	196.8%
0504 • Registrations	542.00	60.64	481.36	893.8%
0505 • Local Transportation/Car	0.00	42.28	-42.28	0.0%
0507 • Meeting Expenses	140.00	0.00	140.00	100.0%
0601 • Hospitality in Market				
0601.5 • In House	19.78	118.69	-98.91	16.7%
0601 • Hospitality in Market - Other	-99.00	500.00	-599.00	-19.8%
Total 0601 • Hospitality in Market	-79.22	618.69	-697.91	-12.8%

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06/17/19

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
May 2019

Accrual Basis

	May 19	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	45,619.00	45,619.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	340.64	-340.64	0.0%
0650 · Payroll Expense	100.00	115.50	-15.50	86.6%
0690 · Sponsorship	15,000.00	6,818.00	8,182.00	220.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,364.00	-2,364.00	0.0%
0733 · On-Hold Messaging	133.48	124.80	8.68	107.0%
0751 · Concierge Expense	16,243.84	12,200.00	4,043.84	133.1%
51100 · Freight and Shipping Costs	42.11			
59900 · POS Inventory Adj -Merchandise	7.58			
Total Expense	125,172.59	123,606.47	1,566.12	101.3%
Net Ordinary Income	3,005.69	640.09	2,365.60	469.6%
Net Income	3,005.69	640.09	2,365.60	469.6%

VII-3

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2018 through May 2019

	Jul '18 - May 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	47,522.93	43,323.25	4,199.68	109.7%
R277 - Concierge	249,684.01	266,550.15	-16,866.14	93.7%
R278 - Lift Tickets	2,667.00			
R290 - Consignment Sales	107.00	0.00	107.00	100.0%
Total POS Sales	299,980.94	309,873.40	-9,892.46	96.8%
R250 - Fund Transfers	1,615,171.24	1,487,809.00	127,362.24	108.6%
R252 - Interest Income	682.02	376.26	305.76	181.3%
R269 - On Hold Messaging	300.00	262.50	37.50	114.3%
R270 - Miscellaneous Revenue	48.90	909.10	-860.20	5.4%
R274 - Grants	0.00	21,000.00	-21,000.00	0.0%
Total Income	1,916,183.10	1,820,230.26	95,952.84	105.3%
Cost of Goods Sold				
50000 - Cost of Goods Sold	23,548.87	23,994.61	-445.74	98.1%
50003 - Lift Tickets	2,495.00			
Total COGS	26,043.87	23,994.61	2,049.26	108.5%
Gross Profit	1,890,139.23	1,796,235.65	93,903.58	105.2%
Expense				
0305 - Payroll	313,381.02	317,337.06	-3,956.04	98.8%
0313 - Employers Insurance of Nevada	934.00	850.00	84.00	109.9%
0314 - State Employer Taxes	3,260.27	1,879.28	1,380.99	173.5%
0315 - Federal Unemployment	305.87	441.64	-135.77	69.3%
0316 - Public Employees Retirement Sys	73,844.47	77,120.73	-3,276.26	95.8%
0319 - Employer Medicare/Soc Sec	6,278.36	7,344.54	-1,066.18	85.5%
0320 - Health Insurance	35,736.47	39,728.17	-3,991.70	90.0%
0321 - Employee Training	595.00	2,000.00	-1,405.00	29.8%
0400 - Utilities				
0401 - Utilities- Electric	2,224.96	2,207.69	17.27	100.8%
0402 - Utilities-Gas & Heat	1,162.24	1,360.77	-198.53	85.4%
0403 - Utilities- Water & Refuse	3,513.11	3,399.98	113.13	103.3%
Total 0400 - Utilities	6,900.31	6,968.44	-68.13	99.0%
0405 - Bank & Cr Card Charges	15,295.49	15,588.47	-292.98	98.1%
0410 - Office Supplies & Expenses	4,993.22	5,695.76	-702.54	87.7%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	3,283.75	3,000.00	283.75	109.5%
0411 - Maintenance/Janitorial - Other	10,528.74	11,100.00	-571.26	94.9%
Total 0411 - Maintenance/Janitorial	13,812.49	14,100.00	-287.51	98.0%
0412 - IT - Computers	1,337.50	3,645.49	-2,307.99	36.7%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	90.90	-90.90	0.0%
0420 - Postage & Freight	461.95	940.02	-478.07	49.1%
0421 - Communications	9,812.62	10,063.46	-250.84	97.5%
0422 - Printing Expenses	0.00	454.50	-454.50	0.0%
0430 - Building Repairs & Insurance	10,158.60	10,000.00	158.60	101.6%
0451 - Legal & Accounting Services	31,799.25	32,441.00	-641.75	98.0%
0460 - Contract Services	531.00	1,952.00	-1,421.00	27.2%
0461 - Remote Offices	38,500.00	38,500.00	0.00	100.0%
0462 - Equipment Lease & Maint.	2,414.48	2,717.22	-302.74	88.9%
0470 - Misc. Expenses	133.50	1,830.30	-1,696.80	7.3%
0473 - Dues & Subscriptions	4,662.76	3,860.00	802.76	120.8%
0474 - License & Fees	60.00	387.24	-327.24	15.5%
0501 - Travel & Lodging	9,907.15	6,000.00	3,907.15	165.1%
0504 - Registrations	3,578.22	1,400.00	2,178.22	255.6%
0505 - Local Transportation/Car	2,119.13	457.68	1,661.45	463.0%
0507 - Meeting Expenses	1,372.66	3,730.45	-2,357.79	36.8%
0601 - Hospitality in Market				
0601.5 - In House	4,361.55	1,381.28	2,980.27	315.8%
0601 - Hospitality in Market - Other	2,847.11	5,000.00	-2,152.89	56.9%
Total 0601 - Hospitality in Market	7,208.66	6,381.28	827.38	113.0%

VII-4

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06/17/19

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2018 through May 2019

	Jul '18 - May 19	Budget	\$ Over Budget	% of Budget
0622 - Advertising Co-op	883,496.00	883,496.00	0.00	100.0%
0623 - Regional Marketing Programs	5,484.80	9,092.57	-3,607.77	60.3%
0650 - Payroll Expense	1,230.00	1,384.50	-154.50	88.8%
0690 - Sponsorship	110,900.00	78,180.00	32,720.00	141.9%
0691 - Shuttle Subsidy/Sponsorship	26,780.00	23,640.00	3,140.00	113.3%
0725 - Uniforms	406.25	500.00	-93.75	81.3%
0730 - Special Promotional Items	20.00	500.00	-480.00	4.0%
0733 - On-Hold Messaging	1,418.60	1,375.27	43.33	103.2%
0751 - Concierge Expense	226,824.00	223,687.78	3,136.22	101.4%
51100 - Freight and Shipping Costs	986.96	0.00	986.96	100.0%
59900 - POS Inventory Adj -Merchandise	397.14	0.00	397.14	100.0%
Total Expense	1,857,338.20	1,835,761.75	21,576.45	101.2%
Net Ordinary Income	32,801.03	-39,526.10	72,327.13	-83.0%
Net Income	32,801.03	-39,526.10	72,327.13	-83.0%

VII-5



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 17th, 2019

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:

Blane Johnson – Chair
Bill Wood – Vice Chair
Michael Murphy - Secretary/Treasurer
Bill Watson – Board Member
Heather Bacon – Board Member

Historically the board officer positions rotate up each year starting July 1st with the term ending June 30th. Per this established process, below is the suggested officer list for FY 2019/20.

Bill Wood – Chair
Micheal Murphy – Vice Chair
Bill Watson – Secretary/Treasurer
Heather Bacon – Board Member
Blane Johnson – Board Member

Possible Board Action

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

VII-7



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 17th, 2019

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.

Chris Skelding recently resigned from the committee due to his acceptance of a position with Hyatt in a new location.

Possible Board Action

For the IVCBVB Board to appointment our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for 2019/20.

IX-2



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 17th, 2019

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Cooperative Budget Review, Direction and Approval

Background

Staff will present the FY 2019/20 North Lake Tahoe Marketing Cooperative annual budget. This will include a review of partner revenue contribution and related departmental expenses.

Possible Board Action

Staff requests the board to review and possible approval **AND** to direct any related input and direction to our NLT Marketing Coop Committee Members for further discussion at the July NLT Coop Meeting.

North Lake Tahoe Marketing Cooperative

(Revised 6/3/19)

INCOME			Total	Prior Year Proj.	Variance
4001	NLTRA	\$	1,503,362	1,459,827	43,535
4001-01	NLTRA - Add On				
4000	IVCBVB	\$	997,000	942,000	55,000
4004	IVCBVB Entertainment Account	\$	8,000	8,000	0
4004-00	IVCBVB - Add On	\$	-		
4005	Prior year net assets				
	Total Operating Income	\$	2,508,362	2,409,827	98,535
EXPENSES					
Acct #	Operating Expenses	Budget			
5000	CONSUMER MARKETING				
5001	Music	\$	16,720	20,000	-3,280
5002	Sunset Magazine	\$	-	40,500	-40,500
5002-01	Native Display	\$	70,000	50,000	20,000
5004	Trip Advisor	\$	100,000	93,798	6,202
New	Retargeting Video	\$	15,000	0	15,000
New	High Impact Media (rich media, site skinz, etc)	\$	50,000	0	50,000
5005-00	Paid Social	\$	139,000	140,561	-1,561
5005-01	Digital Display	\$	90,000	145,314	-55,314
5005-01	Digital Display Retargeting	\$	30,000	9,058	20,942
5025	Expedia	\$	20,000	29,497	-9,497
5007	Creative Production	\$	170,000	145,553	24,447
5010	Account Strategy & Management	\$	84,000	84,000	0
5010-01	Digital Management & Reporting	\$	24,000	36,000	-12,000
5010-02	Website Strategy & Analysis	\$	14,400	24,000	-9,600
5013	Outdoor	\$	115,000	111,000	4,000
5015	Video (Prospecting)	\$	35,000	25,000	10,000
5017	Rich Media	\$	50,000	49,999	1
5018	Media Commission	\$	108,078	107,344	734
5018-01	Digital Ad Serving	\$	7,500	3,572	3,928
5018-03	Strategic Marketing Plan	\$	-	0	0
5020	Search Engine Marketing	\$	60,000	49,988	10,012
5022	Email	\$	35,000	44,203	-9,203
	Fusion 7	\$	-	0	0
5023	Additional Opportunities	\$	-	0	0
	Persona Development: Research	\$	750		
	Sub	\$	1,234,448	1,209,387	25,061
5110	LEISURE SALES				
5107	Creative Production	\$	6,000	12,584	-6,584
5111	FAMS - Domestic	\$	-	947	-947
5112	Training / Sales Calls	\$	6,500	3,005	3,495
5113	Additional Opportunities	\$	7,000	5,698	1,302
5115	Travel Agent Incentive Program	\$	1,500	0	1,500
5120	Domestic Trade Shows	\$	6,450	3,547	2,903
5131	FAMS - Intl - Travel Trade	\$	10,500	8,098	2,402
5132	FAMS - Intl - Media	\$	-	11,319	-11,319
5133	Ski-Tops	\$	845	2,500	-1,655
5134	Intl Marketing - Additional Opportunities	\$	11,000	3,555	7,445
5136	Tour Operator Brochure Support	\$	2,000	5,500	-3,500
5137	Co-op Opportunities	\$	15,000	6,500	8,500
5141	Australian Sales Mission	\$	6,550	6,956	-406
5142	UK Sales Mission	\$	3,000	6,250	-3,250

X-2

6/17/2019

5143	Mtn Travel Symposium	\$	1,500	5,241	-3,741
5144	IPW - Pow Wow	\$	11,000	11,130	-130
5145	TIA Annual Dues	\$	2,650	2,635	15
5146	UK / Black Diamond	\$	31,000	46,308	-15,308
5147	AUS / Gate 7	\$	31,700	41,340	-9,640
5149	Mexico Program	\$	6,500	4,710	1,790
5150	China Program	\$	3,500	3,801	-301
5151	RTO West	\$	-	4,122	-4,122
5152	Go West	\$	-	1,100	-1,100
5154	Canada/DCI	\$	26,000	27,388	-1,388
5154-01	Canada Sales Mission	\$	6,000	7,000	-1,000
5155	California Star Program	\$	3,500	3,500	0
	NEW - German Trade Representation	\$	23,000	0	23,000
		Sub	\$ 222,695	234,734	-12,039
5200	PUBLIC RELATIONS				
5200-01	Strategy, Reporting, Management, Etc.	\$	26,400	26,400	0
5201	National, Regional, & Local Public Relations	\$	60,000	60,000	0
5202	PR Program / Content Development: Blogs	\$	24,000	21,600	2,400
5204	Media Mission(s)	\$	10,600	10,800	-200
5206	Digital Buy / Social Media Boosting	\$	6,000	6,000	0
	Rich Content Development	\$	22,000	0	22,000
5207	Content Campaigns / Tools: MailChimp	\$	3,600	3,000	600
5208	International Travel Media Fams (agency time)	\$	13,600	12,000	1,600
	International Media - FAM Hard Cost (billed upon consumption)	\$	12,000		12,000
	International Media Retainer	\$	3,600	0	3,600
5209	Domestic Travel Media Fams	\$	38,500	34,185	4,315
5210	Content Development: Newsletters	\$	21,600	24,000	-2,400
5211	Social Media Strategy & Management	\$	48,000	48,000	0
5212	Social Giveaways & Contests	\$	9,200	9,200	0
5213	Facebook Live	\$	6,480	6,360	120
5214	Social Media Group Influencer Fams	\$	16,000	13,000	3,000
5215	Content Campaign: Tahoe Secrets	\$	-	27,000	-27,000
	Quarterly Photography	\$	-	0	0
		Sub	\$ 321,580	301,545	20,035
6000	CONFERENCE SALES				
6002	Destination Print	\$	23,850	20,800	3,050
6003	Geo-Fence Targeting	\$	2,500	3,000	-500
6004	Email	\$	7,650	11,000	-3,350
6004-01	Newsletter	\$	-	5,950	-5,950
6005	Paid Social	\$	10,000	12,147	-2,147
6006	CVENT	\$	13,500	13,196	304
6007	Creative Production	\$	30,000	50,461	-20,461
6008	Conference PR / Social Outreach	\$	12,000	12,000	0
6018	MCC Media Commission	\$	8,861	10,107	-1,246
6018-01	MCC Digital Ad Serving	\$	-	40	-40
6019	Conference Direct Partnership	\$	5,000	5,000	0
6128	HelmsBriscoe Strategic Partnership	\$	6,000	6,000	0
6152	Client Events / Opportunities	\$	15,000	14,740	260
6153	Chicago Sales Rep Support	\$	10,000	10,540	-540
		Sub	\$ 144,361	174,981	-30,620
6100	Trade Shows				
3750	Connect Financial	\$	5,250	5,200	50
6111	Site Inspections	\$	7,000	4,894	2,106
6116	CalSAE Seasonal Spectacular	\$	4,250	4,142	108

X-3

6118	ASAE Annual	\$	6,000	5,946	54
6120	AFW Client Event	\$	2,500	821	1,679
6127	CalSAE Elevate/Annual	\$	6,700	6,817	-117
6143	Connect Marketplace	\$	11,000	2,402	8,598
6144	ASAE XDP	\$	4,000	3,475	525
6146	Connect Mountain Incentive	\$	5,250	5,200	50
6151	Destination CA	\$	1,500	1,500	0
6154	HelmsBriscoe ABC	\$	6,500	6,500	0
6156	Connect California	\$	5,250	4,700	550
6157	HPN Partner Conference	\$	3,195	3,718	-523
6160	All Things Meetings Silicon Valley	\$	1,000	1,038	-38
6161	Connect Southwest	\$	5,250	3,700	1,550
6162	Connect Tech & Medical	\$	5,250	4,746	504
6165	Bay Area Client Appreciation	\$	5,000	5,000	0
6120-01	Sacramento River Cats Client Event	\$	2,500	2,003	497
6156-02	Connect Chicago	\$	4,250	3,900	350
6156-04	Connect Georgia	\$	5,250	4,877	373
6160-01	All Things East Bay	\$	1,625	1,756	-131
	Sacramento/Roseville Client Event TopGolf	\$	2,500	0	2,500
	Prestige Meetings San Francisco	\$	2,395	0	2,395
	Outdoor Retailer	\$	600	0	600
	Prestige Meetings Seattle	\$	2,595	0	2,595
	Sub	\$	106,610	107,056	-446
7000	COMMITTED & ADMIN EXPENSES				
5008	VLT.com Cooperative Programs	\$	50,000	51,000	-1,000
5009	Fulfillment / Mail	\$	12,000	11,308	692
5021	RASC-Reno Air Service Corp	\$	100,000	100,000	0
5123	HSVC - High Sierra Visitors Council	\$	2,000	2,000	0
7001	Miscellaneous	\$	-	0	0
7002	CRM Subscription	\$	9,996	9,996	0
7003	IVCBVB Entertainment Fund	\$	8,000	8,000	0
7004	Research	\$	34,000	45,000	-11,000
7005	Film Festival	\$	15,000	15,000	0
7006	Special Events	\$	30,000	45,000	-15,000
7007	Destimetrics / DMX	\$	33,352	33,352	0
7008	Opportunistic Funds	\$	65,297	99,303	-34,006
7009	Tahoe Cam Usage	\$	2,124	2,124	0
8700	Automobile Expense	\$	4,800	4,856	-56
	TrendKite PR Software	\$	4,000	0	4,000
	PhotoShelter (Libris)	\$	7,099	0	7,099
7000-00	COMMITTED & ADMIN EXPENSES			-5,779	5,779
	Sub	\$	377,668	421,160	-43,492
8000	WEBSITE CONTENT & MAINTENANCE				
8002	Content Manager Contractor	\$	51,000	42,996	8,004
8003	Hosting & Maintenance	\$	50,000	40,071	9,929
	Sub	\$	101,000	83,067	17,933
	##	\$	2,508,362	\$ 2,531,930	\$ (23,568)
	Vari.	\$	(0)	122,103	
Total Expenses		\$	2,508,362		
Net Results		\$	0		

X-4



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 17th, 2019

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Cooperative Equity Discussion

Background

At its May meeting, the board directed staff to include an overall North Lake Tahoe Marketing Cooperative Equity board discussion. Staff will present several data points related to cooperative partner funding, % of total TOT funds contributed to the Coop, total regional visitor spending percentages, IVCBVB budget trends and reserve history.

Possible Board Action

The Board will discuss this equity issue and direct staff for any additional information or deliverables to be presented at a future board meeting.

XI-7

Jun 15, 2019

Revenues & Stats				
	April-2019	April-2018	Variance	
Grant Revenues				
Monthly	\$ 75,108	\$ 73,189	2.6%	
YTD	\$ 1,690,583	\$ 1,514,498	11.6%	
Total Taxable Revenues	\$ 2,216,115	\$ 2,217,084	0.0%	
Monthly	April. Actual	April. Budget		
YTD	\$ 75,108	\$ 75,385	-0.4%	
	\$ 1,690,583	\$ 1,563,194	8.1%	
Occupancy				
Hotel	42.6%	53.1%	-19.8%	
Motel	29.2%	20.7%	40.9%	
Vacation Rental	18.2%	14.8%	23.0%	
Time Share	7.8%	14.9%	-48.0%	
Home Owner	n/a	n/a	n/a	
Total	26.2%	26.7%	-2.0%	
Room Rate				
Hotel	\$ 196.00	\$ 184.88	6.0%	
Motel	\$ 68.42	\$ 75.75	-9.7%	
Vacation Rental	\$ 222.82	\$ 216.18	3.1%	
Time Share	\$ 207.74	\$ 117.89	76.2%	
Home Owner	n/a	n/a	n/a	
Total	\$ 198.19	\$ 183.18	8.2%	
RevPar				
Hotel	\$ 83.52	\$ 98.09	-14.9%	
Motel	\$ 19.95	\$ 15.71	27.0%	
Vacation Rental	\$ 40.14	\$ 31.99	25.5%	
Time Share	\$ 16.10	\$ 17.53	-8.2%	
Home Owner	n/a	n/a	n/a	
Total	\$ 51.86	\$ 54.38	-4.6%	

Visitor Information Comparative Statistics For Fiscal YTD				
	May-2019	May-2018	Variance	
Walk In Visitor Count				
Monthly	3084	2565	20.2%	
YTD	39,326	38,786	1.4%	
Merchandise Sales				
Monthly	\$ 5,355	\$ 3,031	76.7%	
YTD	\$ 47,522	\$ 36,579	29.9%	
Lift Ticket Sales				
Monthly	\$ -			
YTD	\$ 2,667			
Concierge & AT Sales				
Monthly	\$ 18,148	\$ 13,046	39.1%	
YTD	\$ 249,684	\$ 237,971	4.9%	
Vacation Planners mailed	74	160	-53.8%	

Destimetrics Reservations Activity (as of May 31, 2019)				
	FY 2018/19	FY 2017/18	Variance	
Current Month Occupancy	35.7%	39.9%	-10.5%	
Current Month ADR	\$ 217	\$ 191	14.0%	
Current Month REVPAR	\$ 78	\$ 76	2.1%	
Next Month Occupancy	43.6%	48.3%	-9.7%	
Next Month ADR	\$ 322	\$ 303	6.6%	
Next Month REVPAR	\$ 141	\$ 146	-3.7%	
Summer Total Occupancy (proj)	34.0%	35.6%	-4.5%	
Summer Total ADR (proj)	\$ 342	\$ 324	5.5%	
Summer Total REVPAR (proj)	\$ 116	\$ 115	0.80%	

Reno Tahoe International Airport			
	April-2019	April-2018	Variance
Total Passengers Served	337,062	325,428	3.6%
Average Load Factor	75.0%	76.1%	-1.4%
Total Number of Departures	1,874	1,780	5.3%
Non-Stop Destinations Served	18	21	-14.3%
Departing Seat Capacity	221,579	212,629	4.2%
Crude Oil Averages (barrel)	\$ 63.86	\$ 66.25	-3.6%

Notes of interest:

United Airlines upgraded the non-stop seasonal service between RNO and Houston to daily year round July 15, Alaska Airlines will upgrade one of the four flights to Seattle to a 737 aircraft. Alaska Airlines increased RNO to Portland service from 3 to 4 times daily. American Airlines increased RNO to Dallas service from 2 to 3 times daily for summer season.

Conference Revenue Statistics			
(Booked as of May 31st, 2019)	FY 2018/19	FY 2017/18	Variance
Total Revenue Booked	\$ 2,843,819	\$ 2,441,681	16.5%
Number of Room Nights	14,886	14,992	-0.7%
Number of Delegates	14,763	17,353	-14.9%
Number of Tentative Bookings	63	60	5.0%
Number of Leads Generated	321	275	16.7%
Conference Revenue And Percentage by County:			
	18-19	17-18	
Placer	66.0%	51.0%	39.3%
Washoe	10.0%	31.0%	-57.6%
South Lake	24.0%	16.0%	84.8%
Nevada	0.0%	2.0%	-100.0%
Total Conference Revenue	100.0%	100.0%	16.5%

X11-7

Top Website Lodging Referrals (April)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe Resort	150	142
Hyatt High Sierra Lodge,	81	77
Cottage Inn at Lake Tahoe	53	51
Tahoe Biltmore Lodge & Casino	53	50
The Ritz-Carlton, Lake Tahoe	53	49
Mourelatos Lakeshore Resort	51	48
Meeks Bay Resort & Marina	50	47
Cedar Crest Cottages	48	43
Tahoe Truckee Factory Stores	45	31
Cedar Glen Lodge	42	38
Sunnyside Restaurant & Lodge	42	38
Tahoe Luxury Properties	42	40
Brockway Springs Resort	40	37
Tahoe Mountain Lodging	39	35
Northstar California Resort	38	38
West Shore Cafe & Inn	38	37
Franciscan Lakeside Lodge	36	30
Red Wolf Lakeside Lodge	36	35
Rockwood Lodge	36	31
Resort at Squaw Creek	34	32
Lake Tahoe Deluxe Vacation Rentals	33	31
Sun Bear Realty & Vacation Rentals	32	25
Wells and Bennett Realtors	32	28
Tahoe Vista Lodge and Cabins	30	29
Hauserman Rental Group	28	28

XIP-2



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 6/19/19

Re: Discussion and Assessment of FY 2018/19 CEO Performance Review

Per the Board's established 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 2017/18 Compiled Performance Review – President CEO
3. CEO FY 2018/19 Goal Review and Performance Bonus Measurements

CEO Performance Review Timeline

Initiate CEO FY 2017/18 Review Process	June 19 th
CEO Self-Evaluation & Strategic Goal Review to Board	June 26 th
Individual Board Review Documents to Greg Long	July 10 th
CEO Performance Review Discussion and Direction	July 17 th

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

Evaluation Period: FY 2018/19

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

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

I. RELATIONS WITH THE BOARD		COMMENTS
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?		
II. PLANNING		COMMENTS
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?		
III. ORGANIZATION SKILLS		COMMENTS
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

IV. BUDGET / FINANCE		COMMENTS
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?		
V. COMMUNICATIONS		COMMENTS
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?		
VI. MANAGEMENT SKILLS		COMMENTS
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

SPECIAL REPORT: CEO Performance Rating Method
July 18, 2018
Submitted by Greg Long

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

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

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

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

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

**Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 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

I. RELATIONS WITH THE BOARD		Section Average: 4.4	COMMENTS
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?	4.4	* Andy maintains an open line of communication. He has kept me informed and updated on both strategies and opportunities. * On every level, Andy communicates effectively with the Board	
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?	4.4	* Yes	
C. Does the CEO exercise sound judgment when advising the Board?	4.4	* Andy considers various sides to a challenge and formulates his opinion after careful consideration.	
II. PLANNING		Section Average: 4.13	COMMENTS
A. Does the CEO anticipate needs and recognize potential problems?	4.2	* Andy continues to look forward.	
B. Does the CEO propose effective solutions and provide alternatives to identified problems?	4.2	* Yes.	
C. In making decisions, does the CEO obtain the facts and consider the long – term implications?	4.0	* See I-C	
D. Does the CEO provide Board with all information necessary to make decisions?	4.4	* Andy is very thorough in his preparation.	

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation

E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?	4.0	* Yes
F. Has the CEO met the goals established by the board during this evaluation period?	4.0	* Yes
III. ORGANIZATION SKILLS Section Average: 4.04 COMMENTS		
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?	4.0	* Andy is organized and has shown an ability to handle multiple tasks simultaneously.
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?	3.8	* Ability to move quickly is limited by bureaucratic responsibilities.
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?	4.4	* Andy has the ability to think outside the traditional box when called for.
D. Does the CEO obtain the best possible end result for the money spent?	4.0	* Yes, Andy is fiscally responsible.
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?	4.0	* It appears that the organization is working smoother this year.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

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

IV. BUDGET / FINANCE		Section Average: 4.35	COMMENTS
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?	4.6	* Andy is extremely thorough and his presentations backed by numbers.	
B. Are management practices and policies designed to maintain a sound long-range financial position?	4.4	* Andy is conservative with forecasting and always considers the long range ramifications to the board.	
C. Does the CEO exhibit knowledge and understanding of available resources?	4.6	* Andy has been instrumental in his establishment of "Best Practices" for both the IVCBVB and NLTMC.	
D. Does the CEO suggest and pursue creative solutions to financial issues?	3.8	* I'm not sure I want too much creativity in this regard.	
V. COMMUNICATIONS		Section Average: 4.4	COMMENTS
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?	4.4	* Yes, Andy communicates very effectively through both personal appearances and use of available media channels.	
B. Does the CEO communicate openly and effectively with the public?	4.2	* See above.	
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?	4.2	* Andy maintains a positive demeanor even in stressful situations.	

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation

D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?	4.8	* Very much so. Andy is highly respected by partner agencies.
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?	4.4	* I believe that the organization and board are held in high regard in this regard.
VI. MANAGEMENT SKILLS Section Average: 4.12		COMMENTS
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?	4.2	* Andy is both thoughtful and well spoken.
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?	4.0	* Andy listens even when the point being made is flawed.
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?	4.2	* Andy maintains a very busy schedule yet he presents himself as being energized and ready to go.
D. Does the CEO follow through in a timely manner on commitments and requests?	4.0	* Andy's organizational skills enable him to follow through in a timely manner.
E. Is the CEO proactive and flexible in addressing changing issues and situations?	4.2	* Yes, he is open to new ideas and approaches.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 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

VII. LEADERSHIP		Section Average: 4.17	COMMENTS
A. Does the CEO inspire a shared vision and enlist staff and Board support?	4.0	* Andy is a natural leader.	
B. Does the CEO seek opportunities to improve the Organization and pursue them?	4.4	* Yes.	
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?	4.0	* Yes	
D. Does the CEO create standards of excellence and model the behavior?	4.2	* Andy is a role model for his staff and his high standards have assisted in moving this board forward	
E. Does the CEO conform to the high ethical standards of the profession?	4.2	* Andy is extremely careful in this regard. I believe his integrity is beyond reproach.	
F. Does the CEO handle people well in difficult situations?	4.2	* Andy has the ability to take on the role of mediator when opposing factions seem to be at loggerheads.	

**Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation**

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

PART II

OBSERVATIONS

I believe that Andy has been able to make this organization his own. He seems to be demanding yet fair. This position requires immense energy and resilience and Andy has both. Our region is undergoing both growth and change in many areas. Andy's leadership has enabled us to take advantage of new technologies and prepare for the changing demographics. He is widely respected on the North Shore and in Northern Nevada. If our economy continues to be strong we are in a very good position to take advantage and grow our tourism. Should the economy falter, as it will sooner or hopefully later, we have the ability to react quickly. I believe Andy is doing an excellent job and deserves to be compensated similarly to the high end of those in similar positions in similar markets.

Andy exceeds standards in every arena. I gave him extra points for those realms in which he really excels.

I have been a part of this board for about 6 months now so it is difficult to say 5 (Significantly Exceeds Standards) on issues when I am still getting familiar. I can say that Andy seems to be very competent and professional and appreciated the support he has provided to me.

**Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation**

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

Collaboration

Communication

Budgeting, Planning and Execution

Hard working

Energetic, fair, open minded, knowledgeable, integrity

Andy stepped in when our CA partner encountered a turbulent period to ensure that the overall actions and goals of our coop did not falter. He facilitated the partnership while not missing a beat on his IVCBVB activities, protecting our organization and the partnership.

Andy has earned great respect from our related organizations in Reno/Tahoe/CA, etc. which helps IVCBVB attain our long term goals.

Significant progress has been made in strategic partnerships/initiatives in the past couple years.

Area of attention:

Progress has been made on the IV and CB coordination and access. Would like to see this continue as tourists will see the 2 zip codes as one experience.

The only thing I would ask is keeping things on track in meetings so they do not run for over 2 hours.

Andy should continue to focus on developing new business for the Bureau.

Legislative advocacy. Work with stakeholders to develop a plan to increase visitation from sources outside the organization.

For the next evaluation period, continue to focus the coop on year round and non peak business and keep an eye on coop advertising to ensure that one season/focus does not dominate the marketing message and/or budget.

For the next evaluation period, continue to focus the coop on year round and non peak business and keep an eye on coop advertising to ensure that one season/focus does not dominate the marketing message and/or budget.

Andy Chapman, President / CEO
Incline Village Crystal Bay Visitors Bureau
2018 Annual Performance Evaluation

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

IVCBVB has a strong board with a balance of experienced and new members and a diverse board representing the regional tourism sectors.

During the next evaluation period it is important for the board and staff to continue their positive work in staying focused on the mission of the organization and the strategy/success of tourism within the region.

The board works well together.

Areas of attention:

Increased interaction with sales team.

Revisit the plan to take on an outside entity insuring compliance of private rentals paying their tax. This compliance would very likely benefit the North Shore to a greater extent than Reno/Sparks. I believe we could enlist the fire protection agency to chip in as well.

Within framework of the Bureau, I'm not sure there is much more the Board can do to participate.

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

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



north lake tahoe

Departmental Reports June 2019

Click [HERE](#) to download Departmental Reports

OPERATIONS REPORT

June 17, 2019

Submitted by Greg Long

Summary:

Summer has begun at the Visitors Center. Staffing will be at capacity starting next week. Walk in traffic and merchandise sales are starting strong.

Staffing:

- A key position, Visitor Service Specialist/Admin, has been successfully replaced after resignation
- Part time help for the summer has been secured

Operations:

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

Projects:

- IV/CB Fireworks Committee Member
- 2019/20 budget planning
- GoTahoeNorth website adoption
- QR code mapping sheets
- Installing bike rack for visitors
- Manage FB/Instagram advertising for premiere partners
- Working on partnership with Tahoe Rim Trail
- Working with bike vendor for possible bike rentals from our parking lot
- Restriping parking lot

Meetings attended:

- Marketing Coop Meeting, Tahoe City
- Firework meetings
- BACC Meeting, Tahoe City
- Employers of Nevada Conference, Reno

XV9-1

President/CEO Report
Activities Report
June 17th, 2019

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Oversee agency efforts on behalf of the coop funding partners
 - Development of Summer consumer marketing campaign
 - Review and approve Coop invoice billing and payments
 - Met with consumer web team to develop and implement revision strategies
 - Met with interim NLTRA CEO on organizational transition process
 - Participated in FY 2019/20 agency planning session
 - Developing FY 2019/20 Staff planning session
 - Participating in NLTRA's CEO hiring committee
- OPERATIONS & ACCOUNTING
 - Developed FY 2019/20 Final Budget
 - Installed new carpet in conference room
 - Submitted Travel Nevada Grant
- PROJECTS
 - Finalized TART transit extension to Tunnel Creek for June 27th start
 - Work with partners on 2019 fireworks show and barge purchase
 - Received permit approval for 2019 firework show
 - Finalized and launched Reno Tahoe Territory new website project
 - Work with Reno Tahoe Territory on International Public Relation project
 - Working with partners on VisitingLakeTahoe.com future efforts
 - Coordinated NV Energy De-Energization meetings
 - Spoke with Liberty Utilities on De-Energization efforts
- MEETINGS
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended RASC Board meeting
 - Attended TMA meeting
 - Attended Reno Tahoe Territory Executive meeting
 - Attended Reno Tahoe Territory Board meeting
 - Attended Tahoe Prosperity Board meeting
 - Attended Tahoe Prosperity Marketing Committee meeting
 - Attended Placer County BOS meeting
 - Attended IVCB Firework Coalition meeting
 - Attended Washoe County Commission meeting
 - Attended South Lake Tahoe Tourism Conference