



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

**AGENDA**  
**Board Meeting**  
**Lake Tahoe Incline Village Crystal Bay Visitors Bureau**  
**Wednesday February 17<sup>th</sup>, 2021 3pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday February 17<sup>th</sup>, 2021 beginning at 3:00pm.

**MEETING VIA TELECONFERENCE/VIDEOCONFERENCE  
ONLY PURSUANT TO NRS 241.023**

Public Comment

Pursuant to Section 2 of Directive 006, if a public body holds a meeting by means of teleconference or videoconference and a physical location where members of the public can attend is not provided, the public body must provide a means for the public to provide public comment, and post that means on the public notice agenda. Pursuant to Section 2 of Directive 006, the public may provide public comment by emailing comments to [info@gotahoe.com](mailto:info@gotahoe.com). Comments received prior to 9:00 a.m. on Wednesday, February 17<sup>th</sup> 2021, will be transcribed and given to the board for review, and will be included with the minutes of the meeting.

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|---|-----------------------------|
| <b>I. Call to Order/Roll Call</b>   | <b>Michael Murphy</b>       |
| <b>II. 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>Michael Murphy</b>       |
| <b>III. Approval of Agenda (For Possible Action)</b>  | <b>Michael Murphy</b>       |
| <b>IV. Approval of November 2020 Board Minutes (For Possible Action)</b>  | <b>Michael Murphy</b>       |
| <b>V. Review of November 2020 Financial Statements (5 min)<br/>(For Possible Action)</b>  | <b>Greg Long</b>            |
| <b>VI. Review of December 2020 Financial Statements (5 min)<br/>(For Possible Action)</b>   | <b>Greg Long</b>            |
| <b>VII. Review of January 2021 Financial Statements (5 min)<br/>(For Possible Action)</b>   | <b>Greg Long</b>            |
| <b>VIII. Review of FY 20/21 Six Month Reforecast (15 min)<br/>(For Possible Action)</b>   | <b>Greg Long/A. Chapman</b> |

- IX. CEO Annual Review/Performance Evaluation Discussion (20 min) Chair/Board**  
- Item Tabled from July 2020 Board Meeting  
(For Possible Action)
- X. FY 2020/21 CEO Performance Goals (20 min) Chair/Board**  
- Item Tabled from July 2020 Board Meeting  
(For Possible Action)
- XI. FY 2021/22 Strategic Board Retreat Discussion/Direction (15 min) Chair/Board**
- XII. Update on Consumer Market Media Target Markets (15 min) Andy Chapman**
- XIII. Submittal of February Dashboard Report (10 min) Greg Long/A. Chapman**
- XIV. Management Reports (15 min) Staff**  
a. Operations Report  
b. Business Development Manager Report  
c. President/CEO
- XV. Coop Departmental Reports Andy Chapman**  
a. Conference Sales  
b. Leisure Sales  
c. Website Content  
d. Communications/Social  
e. Advertising
- XVI. Old Business Michael Murphy**
- XVII. New Business Michael Murphy**
- XVIII. Director Comments Michael Murphy**
- XIX. PUBLIC COMMENT – Pursuant to NRS 241.020 Michael Murphy**  
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.
- XX. Adjournment – (For Possible Action)**

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

### **Public Postings**

Pursuant to Section 3 of the Declaration of Emergency Directive 006 (“Directive 006”), the requirement contained in NRS 241.023(1)(b) that there be a physical location designated for meetings of public bodies held via teleconference or videoconference where members of the public are permitted to attend and participate has been suspended until April 16, 2020. Moreover, pursuant to Section 3 of Directive 006, the requirements contained in NRS 241.020(4)(a) that public notice agendas be posted at physical locations within the State of Nevada has likewise been suspended. This agenda has been electronically posted in compliance with Directive 006, NRS 241.020(3) at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and <http://notice.nv.gov/>