



## north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

### AGENDA

#### Board Meeting

#### Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wednesday September 22, 2021 3:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday September 22<sup>nd</sup> 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 Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Incline Justice Court, Incline Village Crystal Bay Visitor Bureau, at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and NRS 232.2175 at <https://notice.nv.gov>.

#### Public Comment

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.

#### Supporting Materials

Supporting materials for the meeting are available on the IVCBVB's website at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board of Directors may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

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### AGENDA

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| <b>I. Call to Order/Roll Call</b>  | <b>Bill Watson</b> |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | <b>Bill Watson</b> |
| <b>III. Approval of Agenda (For Possible Action)</b>   | <b>Bill Watson</b> |

- IV. Approval of July 2021 Board Meeting Minutes (For Possible Action) Bill Watson**
- V. Approval of August 2021 Special Board Meeting Minutes (For Possible Action) Bill Watson**
- VI. Appointment of Two New Board Members from Candidates Below (10 min) Bill Watson**  
(For Possible Action)  
Tyler Gaffaney, General Manager, Tahoe Biltmore Lodge & Casino  
Eric Roe, General Manager, Crystal Bay Club  
Claudia Anderson, Executive Director, Parasol Foundation
- VII. Appointment of NLT Coop Members (For Possible Action) (5 min) Bill Watson**
- VIII. Review of FYE 2021 Financial Statements (For Possible Action) (20 min) Long/Steele**
- IX. Summer 2021 Micro Transit Pilot Program Report (10 min) Andy Chapman**
- X. Review of North Lake Tahoe Marketing Coop Fall Campaign (15 min) Augustine Agency/MAKH**
- XI. Review of August 2021 Financial Statements (10 min) Greg Long**
- XII. Discussion and Direction on IVCBVB Organization Reimagining Project (45 min) Andy Chapman**
- XIII. Submittal of August Dashboard Greg Long/A. Chapman**
- XIV. Management Reports Andy Chapman**
- XV. Departmental Reports Andy Chapman**  
a) Conference Sales  
b) Leisure Sales  
c) Consumer Advertising  
d) Social/Content  
e) Public Relations
- XVI. Old Business Bill Watson**
- XVII. New Business Bill Watson**  
• July 4<sup>th</sup> 2022 Firework Preliminary Discussion
- XVIII. Director Comments Bill Watson**
- XIX. PUBLIC COMMENT – Pursuant to NRS 241.020 Bill Watson**  
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)**