



north lake tahoe

Incline Village Crystal Bay Visitors Bureau

AGENDA **Board Meeting** **Lake Tahoe Incline Village Crystal Bay Visitors Bureau** **Wednesday November 17, 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 November 17th 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.

AGENDA

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|--|--------------------|
| I. Call to Order/Roll Call | Bill Watson |
| 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. | Bill Watson |
| III. Approval of Agenda (For Possible Action) | Bill Watson |

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|---------------|--|-------------------------------|
| IV. | Approval of September 2021 Board Meeting Minutes
(For Possible Action) | Bill Watson |
| V. | Update on Organizational Reimagining Project (20 min) | Andy Chapman/Abbi Team |
| VI. | Review of Possible New Board Reserve Policy (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VII. | Review of October 2021 Financial Statements (10 min)
(For Possible Action) | Greg Long |
| VIII. | CEO FY 2020/21 Review and Performance Merit Evaluation (20 min)
(For Possible Action) | Bill Watson/Board |
| IX. | Discussion and Appointment of RSCVA Board Representative (10 min)
(For Possible Action) | Andy Chapman |
| X. | Update on July 4th Firework Committee Meeting (20 min) | Andy Chapman |
| XI. | Submittal of October Dashboard | Greg Long/A. Chapman |
| XII. | Management Reports | Andy Chapman |
| XIII. | Departmental Reports <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Consumer Advertisingd) Social/Contente) Public Relations – Consumerf) Communications - Organization | Andy Chapman |
| XIV. | Old Business <ul style="list-style-type: none">• TNT-TMA Micro Transit Award | Bill Watson |
| XV. | New Business <ul style="list-style-type: none">• Tahoe Film Festival (December 2-5)• Joint IVCBVB/NLTRA Board Meeting (February) | Bill Watson |
| XVI. | Director Comments | Bill Watson |
| XVII. | 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. | Bill Watson |
| XVIII. | Adjournment – (For Possible Action) | |



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

July Board Meeting Minutes Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wednesday, Sept 22, 2021, 3:00pm

I. Call to Order/Roll Call

Bill Watson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:02pm by Chair Bill Watson. Roll call was taken, and the following members were present: Michael Murphy, Bill Watson and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO. Alex Velto of Hutchison and Steffen legal counsel. Lindsay Moore, Cathy Nanadiego and Walt McRoberts of the Augustine Agency. Amber Burke of NLTRA.

II. 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.

None.

III. Approval of Agenda (For Possible Action)

Bill Watson

Motion to approve the Sept 2021 agenda by Blane Johnson. Second by Michael Murphy. Approved.

IV. Approval of July 2021 Board Meeting Minutes (For Possible Action) Bill Watson

Motion to approve the July 2021 agenda by Blane Johnson. Second by Michael Murphy. Approved.

V. Approval of Aug 2021 Special Board Meeting Minutes (For Possible Action)

Bill Watson

Motion to approve the August 2021 Special Board Meeting Minutes by Blane Johnson. Second by Michael Murphy. Approved.

VI. Appointment of Two New Board Members

Bill Watson

Chair Watson gives the intro on the procedure of selecting two new board members and CEO Chapman highlighted the positional seats that are available. One seat is for a Crystal Bay Resort Casino and the other is an At Large position. There are three interested candidates.

Tyler Gaffaney, General Manager, Tahoe Biltmore Lodge & Casino
Eric Roe, General Manager, Crystal Bay Club
Claudia Anderson, Executive Director, Parasol Foundation

Michael Murphy did not have a strong opinion on any of the 3 candidates. Blane Johnson thought Eric Roe might have his hands full since he is new to the position. Bill Watson wanted to consider Tyler Gaffaney for the Crystal Bay seat and the other At Large position to Claudia Anderson. Tyler Gaffaney nominated for the Crystal Bay seat by Blane Johnson and second by Michael Murphy. Elected.
Claudia Anderson nominated for the At Large seat by Blane Johnson and second by Michael Murphy. Elected.

VII. Appointment of NLT Coop Members **Andy Chapman**

CEO Chapman gave background on the coop members that sit on that committee. Heather Bacon of the Tahoe Biltmore is interested in continuing her participation on that committee. Ashley Barton of the Hyatt Regency Lake Tahoe is interested in continuing her participation on the committee. Blane Johnson would be interested in joining the committee as a new member. Motion to appoint Andy Chapman, Heather Bacon, Ashley Barton and Blane Johnson to the Coop Committee by Michael Murphy. Second by Blane Johnson. Approved.

VIII. Review of FYE 2021 Financial Statements **Greg Long/Jon Steele**

DOO Long introduced our new CPA, Jon Steele. Mr. Steele reviewed our year end financial statements. The balance sheet shows Total Assets of \$1.7MM with Liabilities of \$228,000. Net assets at the end of FYE 2020-21 was 1.5MM.
Motion to approve the Financial Statements by Michael Murphy. Second by Blane Johnson. Approved.

IX. Summer 2021 Micro Transit Pilot Program Report **Andy Chapman**

CEO Chapman reminds the Board that the summer program ran June 24 – Sept 6. 24K trips and 44K passenger miles were recorded. Incline/Crystal Bay zone had 50% of the rides system wide. 50% of the rides were to residents. Only 15% of riders were from overnight visitors. The Fall program will run until Dec 9th.

X. Review of North Lake Tahoe Marketing Coop Fall Campaign **Andy Chapman**

Lindsay, Cathy, Walt and Amber review the Fall marketing campaign. Not much advertising has been taking place throughout the Summer except for some in-market campaigns. The Fall campaign kicked off last week. Focus is going to be on the high value visitor. We are also going to continue to promote the sustainability efforts. Campaign allows for changing the direction

quickly depending on current conditions. Pushing full week visitation and return visitors into another season. Video is being used more than ever.

XI. Review of Aug 2021 Financial Statements Long

DoO Greg Long and CEO Chapman highlighted several items on the financial statements. Board Members were directed to look at the financial packet for additional questions or concerns.

XII. Direction on IVCBVB Organization Reimagining Project Chapman

CEO Chapman discusses the history of the organization and how things are changing in the DMO space. How does tourism affect a community? We need to ask ourselves that question. Our mission statement was written in 1994. It strictly addresses heads in beds. Things have changed dramatically since then. We would like to rethink the organization through potential rebranding, renaming and a new logo. Chapman asks for the approval for a 3 month process with the Abbi Agency to drive this process. Board agrees.

XIII. Review of June Dashboard Report Long/Chapman

This was delayed until next meeting.

XIV. Management Reports Staff
a. Operations Report
b. Business Development Manager Report
c. President/CEO

Provided in packet for review.

XV. Coop Departmental Reports Staff
a. Conference Sales (in packet)
b. Leisure Sales (in packet)
c. Website Content (in packet)
d. Communications/Social (in packet)
e. Advertising (in packet)

Provided in packet for review.

XVI. Old Business Andy Chapman

DG. Menchetti dedication will be on Geno's birthday, Nov 1st.
CEO compensation discussion will be in November

XVII. New Business Andy Chapman

Fireworks continue to be a hot topic in the region. We need to start planning for our participation in the fireworks effort.

Would like to discuss the possibility of a joint Board Meeting in late January.

XVIII. Director Comments

Bill Watson

None

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.

None

XX. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Michael Murphy. Adjourned. 4:57pm.

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/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

Nevada notices - <http://www.notice.nv.gov>



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

November 10, 2021

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Organization Reimaging Project

Background

At its September meeting, the IVCBVB board of directors received a presentation by CEO Chapman on the Organization Reimaging Project. This project is designed to take an in-depth look at the organizations vision, mission, and values statements along with critical initiatives and objectives. The board agreed and direct staff to begin implementation of the project as well development of a Reimaging Committee.

The committee met on October 12th and is made up of Board members Bill Watson and Claudia Anderson and community members Heather Bacon and Bill Wood. The committee heard a presentation from the Abbi Agency on the project scope, goals and objectives and project timeline.

Staff has since worked with the Abbi Agency to finalize the project scope of work and to execute an agreement.

Possible Board Action

Abbi Agency will provide the Board with an overview of the project deliverables and project timeline.



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

November 10, 2021

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Board Reserve Policy

Background

Currently the IVCBVB board approved policy on undesignated reserves is to keep a minimum balance of \$300,000 as a reserve to be used at a time and use determined by the IVCBVB Board of Directors.

Current net assets at the end of FY 2020/21 are \$1,533,704, representing an accumulation of prior year net assets, increased TOT funding contribution above FY 2020/21 budget and lower expenses. Average annual operational expenses for the IVCBVB are approximately \$548,000.

Possible Board Action

Staff recommends the board discuss increasing the level of undesignated reserve by an additional \$200,000, bringing the total reserve target to \$500,000.

Oct 2021 Financial Summary Report

Oct Month End Variance Report

REVENUE

- R250 Fund Transfer: Under budget due to lower August 2021 TOT collections

EXPENSES

- 0410 Office Supplies & Expenses: Over budget due to Geno sign dedication
- 0451 Legal and Accounting: Under budget due to late invoice from CPA
- 0460 Contract Services: Under budget due to timing of Abbi Agency contract
- 0690 Sponsorship: Under budget due to timing of payments
- 0691 Shuttle Subsidy: Over budget due to timing of payment

Oct Year to Date Variance Report

REVENUE

- R277 Concierge: Under budget due to smoke impacts
- 0410 Fund Transfer: Over budget due to higher TOT collections in July and Aug.

EXPENSES

- 0305 Payroll: Over budget due to employee bonuses.
- 0410 Office Supplies & Expenses: Over budget due to Geno sign dedication and new computer
- 0451 Legal and Accounting: Under budget due to late invoice from CPA
- 0460 Contract Services: Under budget due to timing of Abbi Agency contract
- 0473 Dues and Subscriptions: Over budget due to RTT membership increase
- 0690 Sponsorship: Under budget due to timing payments
- 0691 Shuttle Subsidy: Under budget due to timing of payment
- 0751 Concierge Expense: Under budget due to smoke impacts

	Oct 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	4,617.20	4,939.00	-321.80	93.5%
R277 · Concierge	300.00	0.00	300.00	100.0%
Total POS Sales	4,917.20	4,939.00	-21.80	99.6
R250 · Fund Transfers	206,612.37	244,051.00	-37,438.63	84.7
R252 · Interest Income	9.26			
Total Income	211,538.83	248,990.00	-37,451.17	85.0
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,188.10	2,716.00	-527.90	80.6
Total COGS	2,188.10	2,716.00	-527.90	80.6
Gross Profit	209,350.73	246,274.00	-36,923.27	85.0
Expense				
0305 · Payroll	27,396.18	27,174.00	222.18	100.8
0314 · State Employer Taxes	69.09	90.00	-20.91	76.8
0315 · Federal Unemployment	3.83	40.00	-36.17	9.6
0316 · Public Employees Retirement Sys	7,663.06	7,615.00	48.06	100.6
0319 · Employer Medicare/Soc Sec	436.80	500.00	-63.20	87.4
0320 · Health Insurance	3,110.33	3,473.00	-362.67	89.6
0321 · Employee Training	150.00	0.00	150.00	100.0
0400 · Utilities				
0401 · Utilities- Electric	147.87	185.00	-37.13	79.9%
0402 · Utilities-Gas & Heat	35.09	32.00	3.09	109.7%
0403 · Utilities- Water & Refuse	326.43	330.00	-3.57	98.9%
Total 0400 · Utilities	509.39	547.00	-37.61	93.1
0405 · Bank & Cr Card Charges	321.86	280.00	41.86	115.0
0410 · Office Supplies & Expenses	3,843.79	400.00	3,443.79	960.9
0411 · Maintenance/Janitorial	1,494.30	1,300.00	194.30	114.9
0412 · IT - Computers	87.50	0.00	87.50	100.0
0420 · Postage & Freight	0.00	100.00	-100.00	0.0
0421 · Communications	568.01	550.00	18.01	103.3
0430 · Building Repairs & Insurance	261.00	1,200.00	-939.00	21.8
0451 · Legal & Accounting Services	2,750.00	3,925.00	-1,175.00	70.1
0460 · Contract Services	4,950.00	6,800.00	-1,850.00	72.8
0461 · Remote Offices	2,500.00	2,500.00	0.00	100.0
0462 · Equipment Lease & Maint.	410.69	300.00	110.69	136.9
0473 · Dues & Subscriptions	184.39	375.00	-190.61	49.2
0501 · Travel & Lodging	1,050.32	500.00	550.32	210.1
0504 · Registrations	649.00	0.00	649.00	100.0
0505 · Local Transportation/Car	87.36	50.00	37.36	174.7
0507 · Meeting Expenses	135.50	300.00	-164.50	45.2
0601 · Hospitality in Market				
0601.5 · In House	10.00	100.00	-90.00	10.0%
0601 · Hospitality in Market - Other	29.99	0.00	29.99	100.0%
Total 0601 · Hospitality in Market	39.99	100.00	-60.01	40.0

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
 Profit & Loss Budget vs. Actual
 October 2021

	Oct 21	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	58,333.00	58,333.00	0.00	100.0
0623 · Regional Marketing Programs	450.00	1,000.00	-550.00	45.0
0650 · Payroll Expense	95.00	100.00	-5.00	95.0
0690 · Sponsorship	6,500.00	50,000.00	-43,500.00	13.0
0691 · Shuttle Subsiday/Sponsorship	14,356.16	12,330.00	2,026.16	116.4
0751 · Concierge Expense	288.00	0.00	288.00	100.0
51100 · Freight and Shipping Costs	12.95			
59900 · POS Inventory Adj -Merchandise	-3.58			
Total Expense	138,703.92	179,882.00	-41,178.08	77.1
Net Ordinary Income	70,646.81	66,392.00	4,254.81	106.4
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	82.61			
Total Other Income	82.61			
Net Other Income	82.61			
et Income	70,729.42	66,392.00	4,337.42	106.5

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through October 2021

	Jul - Oct 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	23,893.15	26,629.00	-2,735.85	89.7%
R277 · Concierge	19,391.25	27,000.00	-7,608.75	71.8%
Total POS Sales	43,284.40	53,629.00	-10,344.60	80.7
R250 · Fund Transfers	959,724.15	771,802.00	187,922.15	124.3
R252 · Interest Income	39.95			
Total Income	1,003,048.50	825,431.00	177,617.50	121.5
Cost of Goods Sold				
50000 · Cost of Goods Sold	11,231.13	14,645.00	-3,413.87	76.7
Total COGS	11,231.13	14,645.00	-3,413.87	76.7
Gross Profit	991,817.37	810,786.00	181,031.37	122.3
Expense				
0305 · Payroll	150,528.59	142,217.00	8,311.59	105.8
0313 · Employers Insurance of Nevada	858.00	900.00	-42.00	95.3
0314 · State Employer Taxes	375.46	770.00	-394.54	48.8
0315 · Federal Unemployment	17.85	160.00	-142.15	11.2
0316 · Public Employees Retirement Sys	30,548.13	31,310.00	-761.87	97.6
0319 · Employer Medicare/Soc Sec	2,529.38	2,400.00	129.38	105.4
0320 · Health Insurance	12,213.72	13,262.00	-1,048.28	92.1
0321 · Employee Training	150.00	1,000.00	-850.00	15.0
0400 · Utilities				
0401 · Utilities- Electric	619.90	696.00	-76.10	89.1%
0402 · Utilities-Gas & Heat	127.54	111.00	16.54	114.9%
0403 · Utilities- Water & Refuse	1,314.41	1,320.00	-5.59	99.6%
Total 0400 · Utilities	2,061.85	2,127.00	-65.15	96.9
0405 · Bank & Cr Card Charges	3,492.52	1,250.00	2,242.52	279.4
0410 · Office Supplies & Expenses	5,828.36	1,600.00	4,228.36	364.3
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	500.00	0.00	500.00	100.0%
0411 · Maintenance/Janitorial - Other	3,060.70	3,700.00	-639.30	82.7%
Total 0411 · Maintenance/Janitorial	3,560.70	3,700.00	-139.30	96.2
0412 · IT - Computers	1,250.00	500.00	750.00	250.0
0415 · Misc. Sales Tax (Sales Tax Paid on...	0.00	25.00	-25.00	0.0
0420 · Postage & Freight	275.00	400.00	-125.00	68.8
0421 · Communications	2,359.86	2,200.00	159.86	107.3
0422 · Printing Expenses	175.09	0.00	175.09	100.0
0430 · Building Repairs & Insurance	2,480.88	3,472.00	-991.12	71.5
0451 · Legal & Accounting Services	11,000.00	14,700.00	-3,700.00	74.8
0460 · Contract Services	28,800.00	32,600.00	-3,800.00	88.3
0461 · Remote Offices	10,000.00	10,000.00	0.00	100.0
0462 · Equipment Lease & Maint.	1,214.62	1,200.00	14.62	101.2
0473 · Dues & Subscriptions	4,644.15	1,500.00	3,144.15	309.6
0474 · License & Fees	0.00	75.00	-75.00	0.0
0501 · Travel & Lodging	3,147.79	4,000.00	-852.21	78.7
0504 · Registrations	999.00	1,750.00	-751.00	57.1
0505 · Local Transportation/Car	87.36	200.00	-112.64	43.7
0507 · Meeting Expenses	582.04	1,200.00	-617.96	48.5

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
 Profit & Loss Budget vs. Actual
 July through October 2021

	Jul - Oct 21	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	438.42	800.00	-361.58	54.8%
0601 · Hospitality in Market - Other	191.03	500.00	-308.97	38.2%
Total 0601 · Hospitality in Market	629.45	1,300.00	-670.55	48.4
0611 · Advertising Dallas Co-op (Adverti...	-1,296.74			
0622 · Advertising Co-op	233,332.00	233,332.00	0.00	100.0
0623 · Regional Marketing Programs	2,015.46	4,000.00	-1,984.54	50.4
0650 · Payroll Expense	387.50	400.00	-12.50	96.9
0690 · Sponsorship	29,350.00	82,150.00	-52,800.00	35.7
0691 · Shuttle Subsidy/Sponsorship	191,773.96	190,330.00	1,443.96	100.8
0725 · Uniforms	0.00	250.00	-250.00	0.0
0730 · Special Promotional Items	0.00	1,000.00	-1,000.00	0.0
0751 · Concierge Expense	16,114.00	24,300.00	-8,186.00	66.3
0990 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0
51100 · Freight and Shipping Costs	401.34			
59900 · POS Inventory Adj -Merchandise	59.09			
Total Expense	751,946.41	821,580.00	-69,633.59	91.5
Net Ordinary Income	239,870.96	-10,794.00	250,664.96	-2,222.3
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	86.51			
Total Other Income	86.51			
Net Other Income	86.51			
et Income	239,957.47	-10,794.00	250,751.47	-2,223.1



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

November 10, 2021

To: Board of Directors

From: Andy Chapman, President/CEO

Re: RSCVA Board Appointment

Background

The Reno Sparks Convention and Visitors Authority consists of 9 board members. One board member (per NRS Code) is appointed by the Incline Village Crystal Bay Visitors Bureau. RSCVA board members serve for a two-year term, and a representative can serve two consecutive terms before terming out. Per RSCVA statute, two nominees must be provided to the RSCVA except for when the current representative is being renominated.

IVCBVB President/CEO, Andy Chapman is our current RSCVA appointee whose first, two-year term will end January 2022 and is eligible to be reappointed for a second two-year term. Alternatively, the IVCBVB board could nominate two new representatives to be considered by the RSCVA elected board representatives.

The RSCVA will consider the IVCBVB's nominee at its January meeting. Attached to this staff report is a letter from RSCVA CEO Charles Harris for additional background information.

Possible Board Action

Board to discuss and approve a nominee for appointment to the RSCVA board of directors.



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7660
VisitRenoTahoe.com

November 4, 2021

Mr. Michael Murphy
Chairman
Incline Village Crystal Bay Visitors Bureau
969 Tahoe Boulevard Incline Village, NV 89451

Dear Mr. Murphy:

At the end of January 2022, Andy Chapman will complete his two-year term as a member of the Reno-Sparks Convention & Visitors Authority Board of Directors. By statute, Mr. Chapman is eligible to be reappointed for a second two-year term, pending endorsement by the Incline Village Crystal Bay Visitors Bureau (IVCBVB). The IVCBVB may also submit other nominations for consideration but is not required, given the two-year provision of service outlined in NRS 244A.601.

It is the intent of the public members of the RSCVA Board of Directors who vote on such matters to accomplish the appointment at the January 27, 2022, Board of Directors meeting. Therefore, I would request that the IVCBVB make its wishes known in this regard by Monday, December 13, 2021, so that the information may be included in the Board of Directors meeting packets.

Thank you for the excellent relationship we have had and continue to enjoy with the IVCBVB through Board representation.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Harris". The signature is fluid and cursive, with a large, sweeping flourish that extends to the right and then loops back under the name.

Charles Harris
President & Chief Executive Officer

Nov 17, 2021

Revenues & Stats

	Sept-2021	Sept-2020	Variance
TOT Revenues			
Monthly	\$ 122,747	\$ 188,594	-34.9%
YTD	\$ 1,082,471	\$ 853,497	26.8%
Total Taxable Revenues	\$ 3,712,822	\$ 5,695,806	-34.8%
	Sept Actual	Sept Budget	
Monthly	\$ 122,747	\$ 194,328	-36.8%
YTD	\$ 1,082,471	\$ 966,130	12.0%
Occupancy			
Hotel	40.5%	56.7%	-28.4%
Motel	32.6%	42.2%	-22.7%
Vacation Rental	18.0%	6.9%	158.9%
Time Share	2.2%	5.1%	-56.7%
Home Owner	25.4%	30.6%	-16.9%
Total	25.14%	19.50%	28.9%
Room Rate			
Hotel	\$ 244.75	\$ 286.13	-14.5%
Motel	\$ 99.59	\$ 140.54	-29.1%
Vacation Rental	\$ 281.40	\$ 507.30	-44.5%
Time Share	\$ 326.70	\$ 207.71	57.3%
Home Owner	\$ 342.00	\$ 328.89	4.0%
Total	\$ 270.83	\$ 333.87	-18.9%
RevPar			
Hotel	\$ 99.22	\$ 162.09	-38.8%
Motel	\$ 32.49	\$ 59.33	-45.2%
Vacation Rental	\$ 50.56	\$ 35.20	43.6%
Time Share	\$ 7.26	\$ 10.56	-31.3%
Home Owner	\$ 86.97	\$ 100.65	-13.6%
Total	\$ 60.10	\$ 65.11	-7.7%

Visitor Information Comparative Statistics For Fiscal YTD

	Oct-2021	Oct-2020	Variance
Walk In Visitor Count			
Monthly	1827	2542	-28.1%
YTD	9,990	11,338	-11.9%
Merchandise Sales			
Monthly	\$ 4,617	\$ 4,705	-1.9%
YTD	\$ 23,893	\$ 25,363	-5.8%
Concierge & AT Sales			
Monthly	\$ 300	\$ -	#DIV/0!
YTD	\$ 19,391	\$ -	#DIV/0!
Vacation Planners Mailed	31	18	72.2%

Destimetrics Reservations Activity (as of Oct 31, 2021)

	FY 2021/22	FY 2020/21	Variance
Current Month Occupancy	41.4%	36.5%	13.4%
Current Month ADR	\$ 258	\$ 266	-3.0%
Current Month REVPAR	\$ 107	\$ 97	10.3%
Next Month Occupancy	29.2%	20.8%	40.4%
Next Month ADR	\$ 277	\$ 278	-0.4%
Next Month REVPAR	\$ 81	\$ 58	39.7%
Winter Total Occupancy (proj)	24.7%	14.1%	75.2%
Winter Total ADR (proj)	\$ 444	\$ 411	8.0%
Winter Total REVPAR (proj)	\$ 110	\$ 58	89.7%

Reno Tahoe International Airport

	Sept-2020	Sept-2019	Variance
Total Passengers Served	302,929	164,103	84.6%
Average Load Factor	64.0%	63.5%	0.8%
Total Number of Departures	1,998	1,079	85.2%
Non-Stop Destinations Served		15	-100.0%
Departing Seat Capacity	236862	130021	82.2%
Crude Oil Averages (barrel)	\$ 71.65	\$ 39.63	80.8%

Notes of Interest:

Aha Airlines began non-stop service to 8 mid market destinations on October 24th
 Southwest Airlines began non-stop service to San Jose on September 7th
 Southwest Airlines began non-stop service to Austin TX on September 9th

Conference Revenue Statistics

(Booked as of September 30, 2021)	FY 2021/22	FY 2020/21	Variance		
Total Revenue Booked	\$ 1,758,780	\$ 1,098,382	60.1%		
Number of Room Nights	8,177	4,958	64.9%		
Number of Delegates	3,909	2,163	80.7%		
Number of Tentative Bookings	23	16	43.8%		
Number of Leads Generated	20	29	-31.0%		
Conference Revenue And Percentage by County:					
	21-22	20-21			
Placer	68.0%	83.0%	\$ 1,193,220	\$ 913,269	30.7%
Washoe	32.0%	17.0%	\$ 565,560	\$ 185,113	205.5%
South Lake	0.0%	0.0%	\$ -	\$ -	#DIV/0!
Nevada	0.0%	0.0%	\$ -	\$ -	#DIV/0!
Total Conference Revenue	100.0%	100.0%	\$ 1,758,780	\$ 1,098,382	60.1%

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
AvantStay	87	82
Hyatt High Sierra Lodge	77	71
Natural Retreats – North Lake Tahoe	60	56
Basecamp Hotel Tahoe City	58	57
Cedar Crest Cottages	44	44
Hyatt Regency Lake Tahoe Resort	40	37
The Inn at Boatworks	34	33
Donner Lake Village	33	31
Resort at Squaw Creek	30	25
Tahoe Vacation Rentals	27	25
River Ranch Lodge and Restaurant	26	25
Northstar Lodge by Welk Resorts	21	18
Tahoe Time Vacation Rental	21	19
Cottage Inn at Lake Tahoe	20	20
Tahoe Biltmore Lodge & Casino	20	19
Brockway Springs Resort	19	18
The Ritz-Carlton, Lake Tahoe	19	17
East West Hospitality at Tahoe	18	9
Rustic Cottages	18	18
Tahoe Donner Cross Country Ski Center	17	17
Cedar Glen Lodge	15	15
Red Wolf Lakeside Lodge	15	14
Rockwood Lodge	15	13
Tahoe Luxury Properties	15	14

Summary:

The Visitors Center is open 7 days a week and has been experiencing low visitation. Staffing continues to be at a very low level.

Staffing:

- Very lean staff

Operations:

- Manage Visitors Center
- Inventory management

Projects:

- Completed tax return with new CPA
- D.G Menchetti signage and dedication complete
- GoTahoeNorth.com management
- Northern Lights committee member
- Reimagining project member
- Fireworks committee member
- Santa Crawl coordination
- A/V upgrade for conference room
- Crack sealed parking lot
- Estimated flooring for office
- Bathroom updates

Meetings attended:

- SEO meetings, co-op agency meetings, Cloudriff status meetings, strategy meetings, Northern Lights meetings, fireworks meetings, reimagining meetings, BACC meeting.

President/CEO Report
Activities Report
November 17th, 2021

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Planning winter consumer advertising campaign
 - Worked on sales staff transition plan
 - Worked with NLTRA partners on new CEO search
 - Meeting weekly with Adam Wilson from NLTRA board as transition lead
 - Overseeing all PR/Communication efforts with Augustine Agency
 - Participated in the NLT Coop Committee meeting

- PROJECTS
 - Continued management of Fall Micro Transit evening shuttle service
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - DG “Geno” Menchetti Visitor Center Dedication event was successfully conducted.
 - Working with committee, staff and agency partner on Organization Reimaging project.
 - Organized and attended TMA 30th Anniversary Party and

- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended B-Monthly
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended TTD Special Board Meeting
 - Attended TTD Board Meeting
 - Attended RSCVA Board of Directors meeting
 - Attended RSCVA Special Board Meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended Destimetrics DMO Roundtable
 - Attended TMA Executive Committee meeting
 - Attended IVCBA Northern Lights meeting
 - Attended NLT Sales Committee meeting
 - Attended DMA West Board Meeting
 - Attended Firework Committee Meeting