



north lake tahoe

Incline Village Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Tuesday June 22nd, 2021 3:00 pm

NOTE NEW DATE AND TIME

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday June 16th 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

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

- IV. Approval of April 2021 Special Board Meeting Minutes (For Possible Action) Michael Murphy**
- V. Approval of April 2021 Board Retreat Minutes (For Possible Action) Michael Murphy**
- VI. Board Member Appreciation and Recognition (10 min) Michael Murphy**
- VII. Appoint Two Members to Board Nominating Committee (10 min) Micheal Murphy**
Committee will be selected from the following: Murphy, Johnson, Watson, Chapman
(For Possible Action)
- VIII. FY 2021/22 Board Officer Appointment (For Possible Action) (5 min) Michael Murphy**
- IX. Review and Discussion on FY 2021/22 Budget (For Possible Action) (20 min) Andy Chapman**
- X. Review of May 2021 Financial Statements (For Possible Action) (10 min) Greg Long**
- XI. Update Summer 2021 Micro Transit Pilot Program and Cost (10 min) Andy Chapman**
(For Possible Action)
- XII. Update on Agency RFP Selection Committee Recommendation (10 min) Andy Chapman**
and Next Steps
- XIII. Review and Discussion on CEO FY 2021/22 Goals and Objectives (30 min) Michael Murphy**
- XIV. Discussion on CEO FY 2020/21 Annual Review (15 min) Michael Murphy**
- XV. Submittal of June Dashboard Greg Long/A. Chapman**
- XVI. Management Reports Andy Chapman**
- XVII. Departmental Reports Andy Chapman**
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations
- XVIII. Old Business Michael Murphy**
- XIX. New Business Michael Murphy**
• DG Menchetti Visitor Center Dedication – Sept. 17th
- XX. Director Comments Michael Murphy**
- XXI. 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.
- XXII. Adjournment – (For Possible Action)**



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

**SPECIAL BOARD MEETING
April Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, April 7, 2021, 9:00am**

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 9:05am on Zoom by Chair Michael Murphy. Roll call was taken, and the following members were present: Michael Murphy, Bill Wood, Bill Watson, Heather Bacon and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO, Jason Guinasso of Hutchison and Steffen legal counsel and Travis Gleason of Downtowner.

II. 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.

DoO Greg Long confirmed that there was no public comment emailed to info@gotahoe.com at this time.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the April 2021 special agenda by Blane Johnson. Second by Bill Watson. Approved.

IV. Review, discuss Micro Transit Pilot Program Funding, \$165,000 max. Chapman/Gleason

CEO Andy Chapman gives background information on the history of micro transit needs. Unable to work with Placer County on their contract. Service will run July 1 through Labor Day, 7 days a week from 8:00am to midnight. The service area is all the local streets from Crystal Bay casinos to Tunnel Creek parking. Downtowner would be the transportation provider. Contract would be through the TTD (transit provider). This is an on-demand application based service. Three 7 passenger vehicles will be used. Cost will be approximately \$160,000.

Motion to approve the October Board Meeting Minutes by Bill Watson. Second by Heather Bacon. Approved.

V. Old Business

Michael Murphy

None

VI. New Business

Michael Murphy

None.

VII. Director Comments

Michael Murphy

None

VIII. 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.

None

IX. Adjournment – (For Possible Action)

Motion to adjourn by Michael Murphy, Seconded by Blane Johnson. Adjourned. 9:50am.

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>



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Incline Village | Crystal Bay Visitors Bureau

**April Board Retreat Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, April 21, 2021, 8:30am**

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 8:41am on Zoom and in person by Chair Michael Murphy. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Heather Bacon and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO.

II. 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.

DoO Greg Long confirmed that there was no public comment emailed to info@gotahoe.com at this time.

Blane Johnson gave an update on the new business association IVCBA.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the April 2021 agenda by Bill Wood. Second by Blane Johnson. Approved.

IV. Approval of February 2021 Board Minutes (For Possible Action)

Michael Murphy

Motion to approve the November Board Meeting Minutes by Bill Wood. Second by Blane Johnson. Approved.

V. Review of March 2021 Financial Statements (For Possible Action)

Greg Long

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

Motion to approve the March Financial Statements by Blane Johnson. Second by Bill Wood. Approved.

VI. Update on Summer 2021 Micro Transit Pilot Program

Andy Chapman

CEO Chapman gave an update on the operating authority which will be handled by TTD and oversight will be contracted with TMA.

VII. Discussion and Direction on FY 2021/22 Revenue Projections

Andy Chapman

CEO Chapman highlighted options on the revenue projections for the coming year. Optimistic/Flat/Slow options were shown. Board decided to adopt an opportunistic projection of 1.87 million.

VIII. Board Retreat and Strategic Discussion

Chair/Board/Chapman

- **NDOT Update** – Bhu Sandhu and team joined us to talk about the road construction that will be occurring on SR28 and SR431 for the next 2 years. Resurfacing and water quality projects will be occurring over the next 2 construction seasons.
- **Sustainability Pledge update** – Liz Bowling joined us to talk about the sustainability pledge being launched by North Lake Tahoe. The pledge will consist of 6 items that we will ask visitors and locals to sign and then share on social platforms. Both Truckee and South Lake Tahoe will join in the regional efforts.
- **NLT COOP Efforts** – Jeff Hentz joined us to talk about how the TBID will affect funding on the Resort Association side. The TBID will force us to look at equity and to make sure the coop still makes sense. Existing TOT placer funds will still be used in the region for things like affordable housing and transit.
- **RSCVA update** – Charles Harris joined us to talk about the changes at the RSCVA. TOT collections are still down in Washoe County (Reno/Sparks). Goal: Enhance life of residents with marketing the destination. Working on a reopening plan for destination.
- **Washoe County update** – Commissioner Alexis Hill joined us to talk about the Tahoe area plan, tourism impact and coordinated regional efforts. Washoe county is increasing their emphasis on the Incline/Crystal Bay portion of the county. COVID guidelines were discussed for events. Transportation and trails are a big topic in the area plan. Litter is a constant problem in the Lake Tahoe region. It will be addressed through the county with more trash receptacles and pickup efforts. Short term rental restrictions were addressed with the new requirements.
- **Regional Transportation Panel** – Nick Haven, Mark Maloney, Carl Hasty, Jamie Wright and Christine Maley-Grubl joined us to talk about transportation issues in our region. Transport plan will be updated next week. TRPA has transit authority in the basin. Give people choices in the region to get around. Plan is updated every 4 years. Micro transit is becoming important in the region. Parking will be expanded on the 28 corridor in existing lots. Pursuing the old elementary school site for transit hub. TART connect will be active on the CA side of North Shore along with the service in Incline Village/Crystal Bay. TMA will assist in messaging for the transit options in the region.
- **Board Discussion and Direction** – Sustainable tourism should be promoted on the new and existing transit busses.

IX. Old Business

Michael Murphy

CEO Chapman gave an update on the agency RFP process. Agencies have presented in round 1 and 3 have been called back for a second round.

X. New Business

Michael Murphy

CEO Chapman discussed board changes that are occurring due to term limitations and retirement. Two seats will become available in July.

XI. Director Comments

Michael Murphy

None

XII. 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.

None

XIII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Bill Wood. Adjourned. 2:46pm.

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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IVGID Office

Incline Justice Court

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Incline Village | Crystal Bay Visitors Bureau

June 9th, 2021

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:

Michael Murphy – Chair
Bill Watson – Vice Chair
Heather Bacon – Secretary/Treasurer
Blane Johnson – Board Member
Bill Wood – 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 2021/22.

Bill Watson – Chair
Blane Johnson – Vice Chair
Michael Murphy – Secretary/Treasurer
TBD – Board Member
TBD – Board Member

Possible Board Action

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2021/2s fiscal year.



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 16th, 2021

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2021/22 Budget Review and Approval

Background

Staff has prepared the FY 2021/22 budget for board review and approval. Revenue projections are based on direction provided from the board at its April meeting.

Possible Board Action

Pending discussion, staff requests Board approval on the FY 2021/22 annual budget.

May 2021 Financial Summary Report

May Month End Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher Mar 2021 TOT collections
- R277 Concierge: Under budget due to lower programming at the Thunderbird

EXPENSES

- 0410 Office Supplies: Over budget due to QuickBooks software update
- 0461 Remote Offices: Over budget due to renewed Chicago contract
- 0622 Advertising Co-op: Under budget due to suspension of funding
- 0751 Concierge Expense: Under budget due to later Thunderbird start date

May Year to Date Variance Report

REVENUE

- 0410 Fund Transfer: Over budget due to higher TOT collections
- R270 Miscellaneous Revenue: Over budget due to reimbursement for TX campaign
- R274 Grants: Over budget due to unexpected grant opportunities

EXPENSES

- 0410 Office Supplies: Over budget due to upgrading old computer system
- 0411 Maintenance: Under budget due to lower cleaning and snow removal costs
- 0461 Remote Offices: Over budget due to unexpected contract renewal
- 0501 Travel and Lodging: Under budget due to delay in travel
- 0504 Registrations: Under budget due to fewer opportunities
- 0611 Advertising Dallas Co-op: Over budget due to unexpected opportunity
- 0622 Advertising Co-op: Under budget due to suspension of funding
- 0623 Regional Marketing Programs: Under budget due to limited marketing spending
- 0690 Sponsorship: Under budget due to lower sponsorship grants
- 0691 Shuttle Subsidy: Over budget due to timing of payment
- 0751 Concierge Expense: Under budget due to timing of payments
- 0800 Grant Expenses: Over budget due to unexpected grant opportunities

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

May 2021

	May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	5,340.45	3,217.00	2,123.45	166.0%
R277 · Concierge	5,690.00	8,000.00	-2,310.00	71.1%
Total POS Sales	11,030.45	11,217.00	-186.55	98.3%
R250 · Fund Transfers	169,212.54	85,694.00	83,518.54	197.5%
R252 · Interest Income	8.50			
Total Income	180,251.49	96,911.00	83,340.49	186.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,539.72	1,769.00	770.72	143.6%
Total COGS	2,539.72	1,769.00	770.72	143.6%
Gross Profit	177,711.77	95,142.00	82,569.77	186.8%
Expense				
0305 · Payroll	25,879.27	26,257.00	-377.73	98.6%
0314 · State Employer Taxes	263.44	250.00	13.44	105.4%
0315 · Federal Unemployment	2.64	43.00	-40.36	6.1%
0316 · Public Employees Retirement Sys	7,148.49	6,816.00	332.49	104.9%
0319 · Employer Medicare/Soc Sec	402.54	500.00	-97.46	80.5%
0320 · Health Insurance	2,997.28	3,158.00	-160.72	94.9%
0400 · Utilities				
0401 · Utilities- Electric	144.20	210.00	-65.80	68.7%
0402 · Utilities-Gas & Heat	83.81	110.00	-26.19	76.2%
0403 · Utilities- Water & Refuse	318.28	311.00	7.28	102.3%
Total 0400 · Utilities	546.29	631.00	-84.71	86.6%
0405 · Bank & Cr Card Charges	436.95	561.00	-124.05	77.9%
0410 · Office Supplies & Expenses	1,265.35	200.00	1,065.35	632.7%
0411 · Maintenance/Janitorial	304.00	300.00	4.00	101.3%
0412 · IT - Computers	104.49	100.00	4.49	104.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	-4.12	50.00	-54.12	-8.2%
0421 · Communications	573.84	550.00	23.84	104.3%
0430 · Building Repairs & Insurance	312.68	750.00	-437.32	41.7%
0451 · Legal & Accounting Services	1,925.00	1,925.00	0.00	100.0%
0461 · Remote Offices	2,000.00	0.00	2,000.00	100.0%
0462 · Equipment Lease & Maint.	121.20	280.00	-158.80	43.3%
0473 · Dues & Subscriptions	985.49	360.00	625.49	273.7%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	22.49	500.00	-477.51	4.5%
0504 · Registrations	0.00	300.00	-300.00	0.0%
0505 · Local Transportation/Car	67.20	50.00	17.20	134.4%
0507 · Meeting Expenses	186.19	100.00	86.19	186.2%
0601 · Hospitality in Market				
0601.5 · In House	3.49	100.00	-96.51	3.5%
0601 · Hospitality in Market - Other	97.51	100.00	-2.49	97.5%
Total 0601 · Hospitality in Market	101.00	200.00	-99.00	50.5%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

May 2021

	May 21	Budget	\$ Over Budget	% of Budget
0611 · Advertising Dallas Co-op (Advertising Dallas Co-op)	80,530.39			
0622 · Advertising Co-op	0.00	47,400.00	-47,400.00	0.0%
0623 · Regional Marketing Programs	0.00	500.00	-500.00	0.0%
0650 · Payroll Expense	95.00	100.00	-5.00	95.0%
0690 · Sponsorship	-428.28	0.00	-428.28	100.0%
0751 · Concierge Expense	0.00	7,040.00	-7,040.00	0.0%
51100 · Freight and Shipping Costs	32.64			
59900 · POS Inventory Adj -Merchandise	-11.95			
Total Expense	125,859.51	98,955.09	26,904.42	127.2%
Net Ordinary Income	51,852.26	-3,813.09	55,665.35	-1,359.8%
Net Income	51,852.26	-3,813.09	55,665.35	-1,359.8%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through May 2021

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	40,622.45	37,931.00	2,691.45	107.1%
R277 - Concierge	5,890.00	8,000.00	-2,110.00	73.6%
R290 - Consignment Sales	38.00	0.00	38.00	100.0%
Total POS Sales	46,550.45	45,931.00	619.45	101.3%
R250 - Fund Transfers	1,743,326.49	1,019,558.00	723,768.49	171.0%
R252 - Interest Income	139.86	0.00	139.86	100.0%
R270 - Miscellaneous Revenue	84,153.22	0.00	84,153.22	100.0%
R274 - Grants	94,000.00	0.00	94,000.00	100.0%
Total Income	1,968,170.02	1,065,489.00	902,681.02	184.7%
Cost of Goods Sold				
50000 - Cost of Goods Sold	19,621.83	20,862.00	-1,240.17	94.1%
Total COGS	19,621.83	20,862.00	-1,240.17	94.1%
Gross Profit	1,948,548.19	1,044,627.00	903,921.19	186.5%
Expense				
0305 - Payroll	302,232.47	301,427.00	805.47	100.3%
0313 - Employers Insurance of Nevada	952.00	879.00	73.00	108.3%
0314 - State Employer Taxes	2,289.98	2,750.00	-460.02	83.3%
0315 - Federal Unemployment	198.93	473.00	-274.07	42.1%
0316 - Public Employees Retirement Sys	76,858.50	75,960.00	898.50	101.2%
0319 - Employer Medicare/Soc Sec	4,798.59	5,500.00	-701.41	87.2%
0320 - Health Insurance	32,098.18	34,738.00	-2,639.82	92.4%
0321 - Employee Training	0.00	1,000.00	-1,000.00	0.0%
0400 - Utilities				
0401 - Utilities- Electric	1,625.46	2,210.00	-584.54	73.6%
0402 - Utilities-Gas & Heat	913.26	972.00	-58.74	94.0%
0403 - Utilities- Water & Refuse	3,517.30	3,576.00	-58.70	98.4%
Total 0400 - Utilities	6,056.02	6,758.00	-701.98	89.6%
0405 - Bank & Cr Card Charges	3,303.95	2,297.00	1,006.95	143.8%
0410 - Office Supplies & Expenses	9,178.98	2,800.00	6,378.98	327.8%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	1,140.00	3,249.00	-2,109.00	35.1%
0411 - Maintenance/Janitorial - Other	4,778.80	6,200.00	-1,421.20	77.1%
Total 0411 - Maintenance/Janitorial	5,918.80	9,449.00	-3,530.20	62.6%
0412 - IT - Computers	3,476.96	1,100.00	2,376.96	316.1%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	6.43	90.90	-84.47	7.1%
0420 - Postage & Freight	13.66	550.00	-536.34	2.5%
0421 - Communications	6,292.40	6,050.00	242.40	104.0%
0430 - Building Repairs & Insurance	5,812.31	8,250.00	-2,437.69	70.5%
0451 - Legal & Accounting Services	26,085.50	28,344.00	-2,258.50	92.0%
0460 - Contract Services	0.00	2,000.00	-2,000.00	0.0%
0461 - Remote Offices	15,500.00	0.00	15,500.00	100.0%
0462 - Equipment Lease & Maint.	2,603.87	3,080.00	-476.13	84.5%
0473 - Dues & Subscriptions	5,725.49	3,960.00	1,765.49	144.6%
0474 - License & Fees	51.68	275.00	-223.32	18.8%
0501 - Travel & Lodging	647.56	7,500.00	-6,852.44	8.6%
0504 - Registrations	0.00	3,300.00	-3,300.00	0.0%
0505 - Local Transportation/Car	117.08	550.00	-432.92	21.3%
0507 - Meeting Expenses	841.58	1,100.00	-258.42	76.5%
0601 - Hospitality in Market				
0601.5 - In House	1,201.16	1,100.00	101.16	109.2%
0601 - Hospitality in Market - Other	164.26	1,100.00	-935.74	14.9%
Total 0601 - Hospitality in Market	1,365.42	2,200.00	-834.58	62.1%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through May 2021

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
0611 · Advertising Dallas Co-op (Advertising Dallas Co-op)	207,487.93			
0622 · Advertising Co-op	334,800.00	567,000.00	-232,200.00	59.0%
0623 · Regional Marketing Programs	70.00	8,500.00	-8,430.00	0.8%
0650 · Payroll Expense	1,165.00	1,100.00	65.00	105.9%
0690 · Sponsorship	33,412.08	50,000.00	-16,587.92	66.8%
0691 · Shuttle Subsidy Sponsorship	44,432.00	23,484.00	20,948.00	189.2%
0751 · Concierge Expense	0.00	7,040.00	-7,040.00	0.0%
0800 · Grant Expenses	69,000.00	0.00	69,000.00	100.0%
51100 · Freight and Shipping Costs	288.11	0.00	288.11	100.0%
59900 · POS Inventory Adj -Merchandise	10.61			
Total Expense	1,203,092.07	1,169,504.90	33,587.17	102.9%
Net Ordinary Income	745,456.12	-124,877.90	870,334.02	-596.9%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	0.76			
Total Other Income	0.76			
Net Other Income	0.76			
Net Income	745,456.88	-124,877.90	870,334.78	-596.9%



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 6/16/2021

Re: Review, Discuss and Possibly Approve Summer 2021 Micro Transit Pilot Program
Funding Increase not to Exceed \$200,000

Background

Staff had presented to the Board at their April Special Board meeting on the Micro Transit Pilot Program in the Incline Village/Crystal Bay region. At that time the board approved the program funding not to exceed \$165,000. Since that approval, the opportunity to begin the program a week earlier has required an increase in the overall funding necessary to operate the micro shuttle over the new 76-day period. The increase for the shuttle operations is an additional \$14,000. In addition, staff has engaged the Truckee North Tahoe Transportation Management Association to oversee the vendor/contract operations. This will add an additional \$17,900 to the overall cost of this pilot program.

Staff Recommendation

Staff recommends the board approve an additional \$35,000 for an overall funding not to exceed \$200,000 for a summer 2021 Micro Transit Pilot Program servicing the Incline Village and Crystal Bay areas.



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 6/22/21

Re: Review and Discussion on CEO FY 2020/21 Goals and Objectives

Background

Chair Murphy will lead the board in a discussion on the CEO FY 2020/21 Goal Review.

Possible Board Action

Staff will provide a handout document at the board meeting regarding the FY 2020/21 CEO Goals and Performance Bonus Measurements.

Strategic Priorities	FY 20/21 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
COVID-19 consumer communication efforts.	Actively manage all NLT consumer effort to ensure distribution of accurate and timely information including safe and responsible travel messages.	20%	Bonus given if goal achieved.
Increase length of stay in the Incline Village/Crystal Bay communities.	Ensure IV/CB assets are included in all communication channels to ensure equitable representation of Nevada product.	20%	Bonus given if goal achieved. Data Source – Visitor Survey
Strategic Priority #2: Transportation/Transit			
Ensure Incline Village/Crystal Bay transportation and transit projects are included in all TTD's & TRPA's Regional Transportation Plans.	By FYE 2020/21, IV/CB transportation and transit needs will be identified as well as targeted project initiation/implementation.	10%	Bonus given if goal achieved. Data Source – One Tahoe Plan & Regional Transportation Plan
Strategic Priority #3: Financial Sustainability			
FINANCIAL HEALTH – Ensure organization is on solid financial grounds with focus on operational effectiveness and cost containment.	Maintain board approved net assets at FYE.	20%	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.

Strategic Priority #4: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships	Maximize organizational interaction with key partnerships of TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NLTRA by active and engaged participation.	10%	Bonus given if goal achieved.
COMMUNITY RELATIONS – Strengthen relationship with IVCB business and residential communities.	Develop appropriate sustainable tourism platform with regional and local partners.	10%	Bonus given if goal achieved.
LEADERSHIP	Maintain a solid core management team.	5%	Bonus given if goal achieved.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 6/16/21

Re: Discussion and Input on FY 2021/22 CEO Performance Goals

Background

Staff requests the board discuss and provide input on the FY 2021/22 CEO goals. Staff will present to the board at its September meeting the FY 2021/22 CEO Performance Goals for discussion and possible action.

Strategic Priorities	FY 21/22 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
Post COVID-19 consumer/destination communication efforts and marketing reengagement.	Target NLT consumer effort to ensure distribution of seasonally appropriate messages to drive visitation in targeted time/need periods.	20%	Bonus given if goal achieved.
Increase length of stay in the Incline Village/Crystal Bay communities.	Target long-haul flight markets to drive increased length of stay and higher yield consumer visitation.	20%	Bonus given if goal achieved. Data Source – Visitor Survey, Dean Runyan Report, Arrivalist Data.
Strategic Priority #2: Transportation/Transit			
Increased Incline Village/Crystal Bay transportation and transit programs and related data collection and analysis.	By FYE 2021/22 have conducted transit analysis from pilot program and provide recommendations on transit improvements	15%	Bonus given if goal achieved. Data Source – Downtowner ridership, TART Data, ridership surveys.
Strategic Priority #3: Financial Sustainability			
FINANCIAL HEALTH – Ensure organization is on solid financial grounds with focus on operational effectiveness and cost containment.	Management/General Expenses not to exceed 35% 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	10%	Bonus given if goal achieved.

Strategic Priority #4: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships	Maximize organizational interaction with key partnerships of TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NLTRA by active and engaged participation.	10%	Bonus given if goal achieved.
COMMUNITY RELATIONS – Build IVCBVB organizational awareness to targeted audiences	Position IVCBVB as a key contributor to North Lake Tahoe's vital tourism industry as a partner that values destination management, transparency and community involvement.	10%	Bonus given if goal achieved. Source: Media mention, community goodwill.
LEADERSHIP	Maintain a solid core management team.	5%	Bonus given if goal achieved.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			

Jun 16, 2021

Revenues & Stats				
	April-2021	April-2020	Variance	
Grant Revenues				
Monthly YTD	\$ 133,886	\$ 1,757		7520.1%
Total Taxable Revenues	\$ 1,877,213	\$ 1,592,421		17.9%
	\$ 3,971,493	\$ 26,188		15065.3%
	April, Actual	April, Budget		
Monthly YTD	\$ 133,886	\$ 58,726		128.0%
	\$ 1,877,213	\$ 1,078,284		74.1%
Occupancy				
Hotel	44.2%	0.0%		
Motel	31.1%	4.9%		530.0%
Vacation Rental	32.2%	0.56%		5641.1%
Time Share	9.2%	0.25%		3576.0%
Home Owner	n/a	n/a		n/a
Total	33.4%	1.9%		1641.7%
Room Rate				
Hotel	\$ 224.90	\$ -		
Motel	\$ 112.52	\$ 106.30		5.9%
Vacation Rental	\$ 320.68	\$ 164.17		95.3%
Time Share	\$ 182.80	\$ 221.52		-17.5%
Home Owner	n/a	n/a		n/a
Total	\$ 263.50	\$ 164.00		60.7%
RevPar				
Hotel	\$ 99.44	\$ -		
Motel	\$ 35.18	\$ 5.26		568.8%
Vacation Rental	\$ 103.09	\$ 0.92		11105.4%
Time Share	\$ 16.80	\$ 0.55		2954.5%
Home Owner	n/a	n/a		n/a
Total	\$ 88.11	\$ 1.18		7366.9%

Visitor Information Comparative Statistics For Fiscal YTD			
	May-2021	May-2020	Variance
Walk In Visitor Count			
Monthly	2215	65	3307.7%
YTD	16,553	37,478	-55.8%
Merchandise Sales			
Monthly	\$ 5,340	\$ 46	11508.7%
YTD	\$ 40,622	\$ 49,399	-17.8%
Concierge & AT Sales			
Monthly	\$ 5,690	\$ -	
YTD	\$ 5,890	\$ -	
Vacation Planners mailed	100	0	

Destimetrics Reservations Activity (as of May 31, 2021)				
	FY 2020/21	FY 2019/20	Variance	
Current Month Occupancy	30.7%	0.70%		4285.7%
Current Month ADR	\$ 277	\$ 46		502.2%
Current Month REVPAR	\$ 85	\$ -		
Next Month Occupancy	49.4%	13.1%		277.1%
Next Month ADR	\$ 419	\$ 439		-4.6%
Next Month REVPAR	\$ 207	\$ 57		263.2%
Summer Total Occupancy (proj)	38.6%	16.3%		136.8%
Summer Total ADR (proj)	\$ 414	\$ 419		-1.2%
Summer Total REVPAR (proj)	\$ 160	\$ 68		135.3%

Reno Tahoe International Airport			
	April-2021	April-2020	Variance
Total Passengers Served	247,220	17,265	1331.9%
Average Load Factor	64.4%	12.7%	407.1%
Total Number of Departures	1,613	499	223.2%
Non-Stop Destinations Served	18	21	-14.3%
Departing Seat Capacity	192005	68261	181.3%
Crude Oil Averages (barrel)	\$ 61.75	\$ 16.55	273.1%

Notes of interest:

May 21st, JSX began service to OAK and LAS 4x per week
 In April, JSX began service to BUR 4x per week
 June 3rd American Airlines began daily service to CLT
 June 4th Allignt Air began service to Jackson Hole
 June 6th Southwest began service to SAN
 July 11th Southwest will begin service to BUY

Conference Revenue Statistics				
(Booked as of April 30th, 2021)	FY 2020/21	FY 2019/20	Variance	
Total Revenue Booked	\$ 417,602	\$ 2,767,546		-84.9%
Number of Room Nights	1,773	11,908		-85.1%
Number of Delegates	na	na		#VALUE!
Number of Tentative Bookings	10	54		-81.5%
Number of Leads Generated	na	na		#VALUE!
Conference Revenue And Percentage by County:				
	20-21	19-20		
Placer	83.0%	79.0%	\$ 348,025	\$ 2,179,286
Washoe	17.0%	14.0%	\$ 69,577	\$ 381,642
South Lake	0.0%	7.0%	\$ -	\$ 206,618
Nevada	0.0%	0.0%	\$ -	\$ -
Total Conference Revenue	100.0%	100.0%	\$ 417,602	\$ 2,767,546

Top Website Lodging Referrals (April)		Total Lodging Ref.	Unique Lodging Ref.
AvantStay		116	114
Hyatt Sierra Lodge		104	98
Hyatt Regency Lake Tahoe Resort		90	84
Donner Lake Village		59	57
Basecamp Hotel Tahoe City		57	55
Tahoe Time Vacation Rental		49	48
Cedar Crest Cottages		42	42
The Inn at Boatworks		37	34
Granlibakken Tahoe		32	30
Meeks Bay Resort & Marina		31	28
Tahoe Vacation Rentals		31	29
Tahoe Rental Company		28	28
Hostel Tahoe in Kings Beach		25	19
Rockwood Lodge		24	24
Tahoe Mountain Properties		24	23
Cedar Glen Lodge		23	21
Red Wolf Lakeside Lodge		22	22
Tahoe Biltmore Lodge & Casino		22	21
BEST. VACATION. EVER...		21	20
Cottage Inn at Lake Tahoe		20	19
Tahoe Rentals by Wells and Bennett		20	20
North Tahoe Rental Company		19	10
Tahoe Luxury Properties		19	19
Mourelatos Lakeshore Resort		18	17
Resort at Squaw Creek		18	18

Summary:

The Visitors Center is currently in full summer mode. Visitation has been strong during the entire month. Part time help started June 7th and will remain for the entire summer.

Staffing:

- Part time seasonal help started June 7th and will work 4 days a week for 6 weeks.

Operations:

- Coordinating ticket sales on our ActivityTickets.com platform.
- Thunderbird Lodge tours have resumed as of June 11th.
- Inventory management
- Hired part-time help

Projects:

- 21/22 Budget
- D.G Menchetti signage
- Redo large Visitors Center street sign
- Replacing some very old computers in office
- GoTahoeNorth.com transition management
- Manage FB/Instagram for Bureau
- Restripe parking lot
- Looking for Outreach/Program coordinator

Meetings attended:

- RTT executive committee meeting, BACC meeting, Marketing cooperative meetings, In market tourism meeting, SEO meetings, co-op agency meetings, Cloudriff training meetings, strategy meetings, RTT meeting, job interviews.

President/CEO Report
Activities Report
June 22nd, 2021

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Finalized agency RFP processes
 - Worked with agency partners on summer visitor communication strategy
 - Worked with NLTRA CEO on 2021/22 Coop budget
 - Worked with Agency partners continued recovery efforts
 - Planning summer consumer advertising campaign
 - Finalized spring Texas consumer media campaign

- PROJECTS
 - Finalized Micro Transit Pilot program with partner agency
 - Worked with NLTRA/Placer County/Washoe County on micro shuttle ceremony
 - Worked with Washoe County Sheriff Office on micro shuttle van parking
 - Participated in industry wide, Collective Insights group think tank
 - Met with Lake Tahoe DMO CEOs and TRPA on consumer behavior messaging
 - Developed FY 2021/22 IVCBVB draft budget for board review
 - New board member outreach and recruitment
 - Worked with NLTRA CEO on Sales Manager interviews
 - Working with NTLRA CEO on Coop staff reorganization

- MEETINGS (in person or virtual)
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended Visit California Research Committee Meeting (weekly)
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended TMA Meeting
 - Attended TTD Board Meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended NLT Marketing Coop meeting
 - Attended DMA Board of Director meeting
 - Attended RASC/RTIA Strategic Planning Session
 - Attended RSCVA/RTIA Strategic Board Session
 - Attended RSCVA board meeting
 - Attended Washoe County Commissioner meeting