



north lake tahoe

Incline Village • Crystal Bay Visitors Bureau

AGENDA

Annual Board Retreat Meeting Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wednesday March 16th, 2021 @ 12:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their annual board retreat on Wednesday March 16th, 2022 beginning at 12:00 pm. The meeting will be held in the Lakeside Conference Room A, at the Hyatt Lake Tahoe Resort, located at 111 Country Club Drive, 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

Bill Watson

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.

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|---|----------------------------|
| III. Approval of Agenda (For Possible Action) | Bill Watson |
| IV. Approval of January 2022 Board Minutes (For Possible Action) | Bill Watson |
| V. Discussion and Possible Action on Spring 2022 Micro Transit Funding (For Possible Action) | Andy Chapman |
| VI. Discussion and Direction on FY 2022/23 Revenue Projections | Andy Chapman |
| VII. Board Retreat and Strategic Discussion | Chair/Board/Chapman |
| • Transit Discussion and Direction | 12:30 – 1:30 |
| • Placer County TART – Will Gardner/Jamie Wright | |
| • Regional Transportation Commission – Michael Dulude | |
| • Tahoe Transportation District – Carl Hasty | |
| • Washoe County – Commissioner Alexis Hill | |
| • Washoe County Tahoe Update – Commissioner Alexis Hill | 1:30 – 2:00 |
| • Update from EKN Development Group – Ebbie Nahkjavani | 2:00 – 2:30 |
| • IVCBVB Reimaging Discussion and Direction (For Possible Action) | 2:30 – 3:30 |
| • Stewardship and Sustainability Discussion and Direction | 3:30 – 4:00 |
| • Board Discussion, Direction and Wrap-Up | 4:00 – 4:30 |
| VIII. Discussion to Reschedule May Board Meeting (For Possible Action) | Andy Chapman |
| IX. Old Business | Bill Watson |
| X. New Business | Bill Watson |
| XI. Director Comments | Bill Watson |
| XII. 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 |
| XIII. Adjournment – (For Possible Action) | |



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January 2022 Board Meeting Minutes Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wednesday, Jan 19, 2022, 3:00pm

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:08pm by substitute Chair Michael Murphy. Roll call was taken, and the following members were present: Michael Murphy, Bill Watson, Claudia Andersen, Tyler Gaffaney and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen. Cathy and Claire from Augustine Agency, Walt and McKenzie from MAHK. Amber Burke from NLTRA.

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.

None.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the Jan 2022 agenda by Tyler Gaffaney. Second by Claudia Andersen. Approved.

IV. Approval of Nov. 2021 Board Meeting Minutes (For Possible Action) Michael Murphy

Motion to approve the Nov 2021 agenda by Tyler Gaffaney. Second by Claudia Andersen. Approved.

V. Review of Spring NLT Consumer Media Campaign

Augustine/MAHK

CEO Chapman introduces the Agencies. Walt reviews the media component of the Spring plan. Cathy reviews the Spring creative campaign. Goal is to increase length of stay, increase midweek visitation, promoting visitor responsibility pledge and increase spending to support local businesses. Attract and motivate audiences and destination awareness is also important.

VI. Review of December 2021 Financial Statements

Greg 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. Motion to approve the Financial Statements by Bill Watson. Second by Tyler Gaffaney. Approved.

VII. FY 2021/22 Six Month Budget Reforecast

Long/Chapman

CEO Chapman discusses the process for the reforecast. Gross revenue looks to be \$112,000 more than budgeted. Overall net income would be overspending budget by \$39,000. Motion to approve the budget reforecast by Bill Watson. Second by Claudia Andersen. Approved.

VIII. Discussion of Joint IVCBVB/NLTRA Board Meeting

Andy Chapman

CEO Chapman discusses history of Joint Board Meetings between the two organizations. Good opportunity to talk about the Co-op agreement and sustainability opportunities. Date will be March 16th.

IX. Discussion on IVCBVB Board Strategic Retreat Objectives

Andy Chapman

CEO Chapman looking for discussion topics for the Board retreat. Transportation, sustainability, budget, East shore trail and reimagining were mentioned by the Board.

X. Review of Jan. Dashboard Report

Long/Chapman

DOO Long/ CEO Chapman highlighted items presented on the monthly dashboard.

XI. Management Reports

Staff

- a. Operations Report**
- b. Business Development Manager Report**
- c. President/CEO**

Provided in packet for review.

XII. 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.

XIII. Old Business **Andy Chapman**

None.

XIV. New Business **Andy Chapman**

Poppy awards are set for Feb 15th. We are up for 2 awards.
Tony Karwowski has been hired as the new CEO for the NLTRA.

XV. Director Comments **Michael Murphy**

None

XVI. 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

XVII. Adjournment – (For Possible Action)

Motion to adjourn by Tyler Gaffaney. Second by Blane Johnson. Adjourned. 4:11pm.

**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

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 3/16/22

Re: Review, Discuss and Possibly Approve Spring 2022 Micro Transit Pilot Program Funding.

Background

At its August meeting, the IVCBVB board of directors approved the contract and financial support for the Fall TART Connect micro transit pilot program. This support included up to \$100,000 of financial support as well as the board's direction to staff to acquire the additional funding necessary to cover the full \$120,000 project cost. Staff worked with the League to Save Lake Tahoe and was able to secure a \$30,000 grant to support the project, lowering the IVCBVB contribution to \$90,000.

At its June meeting, the IVCBVB board of directors approved the contract and financial support for the summer TART Connect micro transit pilot program. This support included up to \$200,000 in funding for the service. As has been reported to the board, the TART Connect program has been very successful in ridership as well as other established metrics. To date, TART Connect has carried over 40,000 passengers with approximately half of those passenger trips within the Incline Village and Crystal Bay zone.

The TART Connect Winter program has been fully funded with ARPA funds as well as matching funds from Washoe County RTC. Downtowner (TART Connect operator) contracted directly with Placer County to provide the winter service and the IVCBVB and the Tahoe Transportation District were not involved contractually or financially.

The TART Connect program has been widely successful with a total ridership across the North Lake Tahoe region at 159,072 passengers carried in just under 9 months. This includes 65,921 passengers (over 41% of total ridership) here in the Incline Village Crystal Bay Zone 3 service area.

Staff was approached by Placer County TART and Washoe County RTC regarding the continued TART Connect Spring service in the Incline Village and Crystal Bay Zone. Spring Zone 3 operational costs have been forecasted at approximately \$125,000 for 7 days a week, 6pm to 10pm (midnight on Friday and Saturdays) from April 10th through June 23rd. There is currently no ARPA nor RTC funds available to commit to the Spring program. Therefore, local funding will be needed to keep this important transit improvement in place.

Understanding IVCBVB Board's desire to find local partners to share the financial cost, Staff has reached out to specific partners to gauge their interest and ability for funding support. Washoe County Commissioner Alexis Hill has indicated her desire to support the program with a \$30,000 contribution. Staff is also working with the League to Save Lake Tahoe to support the program once again with an additional \$30,000. Staff is also working with IVGID's GM to determine potential partnership opportunities as well. With that said, Staff is confident that we will be successful in our efforts to acquire local funding support for this project.

IVCBVB is committed to our region's sustainability and stewardship principles. We understand the importance of mitigating regional impacts associated with travel and have dedicated significant resources (both human and financial) to developing and implementing meaningful programs resulting in significant results for our visitor, stakeholders and residents.

Staff Recommendation

Staff recommends the board approve funding not to exceed \$125,000 for a Spring 2022 Micro Transit Pilot Program servicing the Incline Village and Crystal Bay areas, with the caveat that significant contributions come from other partners in the region.



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MEMORANDUM

Date: March 16th, 2022
TO: IVCBVB Board of Directors
FROM: Andy Chapman
SUBJECT: FY 2022/23 Budget Projections

Background

Staff has prepared the attached FY 2022/23 draft revenue projections for board review and input.

Requested Action

Staff will present the FY 2022/23 draft revenue projections for board direction. A final FY 2022/23 Budget will be presented at the June meeting for final board approval.

DRAFT ** 2022/23 TOT Grant Revenue **DRAFT

Actual month Payment month Prior Year Actual 2021/22 Running	May		June		July		August		September		October		November		December		January		February		March		April		June		Total
	July	August	August	September	September	October	October	November	November	December	December	January	January	February	February	March	March	April	April	May	May	June	June	June	June	June	
FY 2022/23 Draft Budget (A)	174,119	210,924	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	322,104	2,139,457
Running	174,119	385,043	707,147	1,029,251	1,351,355	1,673,459	2,000,563	2,322,667	2,644,771	2,966,875	3,288,979	3,611,083	3,933,187	4,255,291	4,577,395	4,899,500	5,221,604	5,543,708	5,865,812	6,187,916	6,510,020	6,832,124	7,154,228	7,476,332	7,798,436	8,120,540	2,139,457
Variance to Prior	6.0%	-15.0%	-5.5%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	5%
FY 2022/23 Draft Budget (B)	185,404	260,553	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	339,057	74,989
Running	185,404	445,958	785,015	1,124,072	1,463,129	1,802,186	2,141,243	2,480,300	2,819,357	3,158,414	3,497,471	3,836,528	4,175,585	4,514,642	4,853,699	5,192,756	5,531,813	5,870,870	6,209,927	6,548,984	6,888,041	7,227,098	7,566,155	7,905,212	8,244,269	8,583,326	2,281,840
Variance to Prior	12.9%	5.0%	-0.5%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	13.0%

NOTES
Budget figures
Prior year budget = \$1,844,770
Prior year forecast = 2,044,009

Includes increases in Aug to October from prior year Childer impacts
Increased December based on prior year saw impacts
Increased Feb - April collections based on current actuals
Decreased June and July due to record prior year collections

Includes more aggressive Aug to October revenues
Increases to Min - July collections

Room Revenue	\$5,356,433	\$6,367,534	\$9,733,982	\$7,114,418	\$5,012,310	\$4,313,041	\$6,133,540	\$3,583,412	\$3,762,383	\$6,656,080	\$6,138,388	\$5,420,453	\$3,234,004	\$3,187,181	\$5,336,184	\$2,205,704	\$64,587,370
Option A	100%	83%	95%	115%	135%	115%	105%	105%	105%	110%	110%	115%	110%	110%	113%	110%	
Room Revenue	\$5,597,117	\$7,865,765	\$10,235,686	\$7,114,418	\$5,560,333	\$4,688,080	\$6,656,080	\$3,762,383	\$3,762,383	\$6,656,080	\$6,138,388	\$5,420,453	\$3,234,004	\$3,187,181	\$5,336,184	\$2,205,704	\$68,865,727
Option B	115%	105%	100%	115%	150%	125%	110%	105%	105%	110%	110%	115%	110%	110%	113%	110%	
Prior Year Room Revenue	\$4,867,058	\$7,491,205	\$10,235,686	\$6,186,450	\$3,712,822	\$3,750,470	\$6,050,990	\$3,363,412	\$3,897,437	\$5,853,080	\$4,713,437	\$2,897,437	\$2,003,367	\$2,003,367	\$4,713,437	\$2,003,367	\$61,345,414