



AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, January 18th, 2023 3:00 pm

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday January 18th 2023 beginning at 3:00pm. The meeting will be held at the Travel North Tahoe Welcome Center 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, Travel North Tahoe Nevada, at <https://travelnorthtahoenevada.com/> 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 TNTNV 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 TNTNV website at <https://travelnorthtahoenevada.com/>. 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 | Blane Johnson |
| 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. | Blane Johnson |
| III. | Approval of Agenda (For Possible Action) | Blane Johnson |

- | | | |
|---------------|--|------------------------|
| IV. | Approval of November 2022 Board Meeting Minutes (For Possible Action) | Blane Johnson |
| V. | Review of December 2022 Financial Statements (10 min) | Greg Long |
| VI. | FY 2022/23 Six-Month Reforecast (15 min)
(For Possible Action) | Chapman |
| VII. | Update on Winter Consumer Plan (15 min) | Augustine/MAHK |
| VIII. | Review of Spring Consumer Creative & Media Plan (20 min) | Augustine/MAHK |
| IX. | Road to WinterWonderGrass Sponsorship Review (10 min) | Andy Chapman |
| X. | Discussion on FY 2023/24 Strategic Board Retreat & Date (20 min) | Johnson/Chapman |
| XI. | FY 2023/24 Budget Timeline (10 min) | Long/Chapman |
| XII. | Submittal of December Dashboard (15 min) | Long/Chapman |
| XIII. | Management Reports | Andy Chapman |
| XIV. | Departmental Reports <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Consumer Advertisingd) Social/Contente) Public Relations | Andy Chapman |
| XV. | Old Business | Blane Johnson |
| XVI. | New Business <ul style="list-style-type: none">• New March Date for Board/Retreat Meeting | Blane Johnson |
| XVII. | Director Comments | Blane Johnson |
| XVIII. | 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. | Blane Johnson |
| XIX. | Adjournment – (For Possible Action) | |



**September 2022 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, Nov 16, 2022, 3:00pm**

I. Call to Order/Roll Call

Blane Johnson

The Incline Village Crystal Bay Visitors Bureau (Travel North Tahoe Nevada) Board Meeting was called to order at 3:04pm by Chair Blane Johnson. Roll call was taken and the following members were present: Blane Johnson, Michael Murphy, Claudia Andersen (3:10), Tyler Gaffaney. Bill Watson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

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)

Blane Johnson

Motion to approve the Nov. 2022 agenda by Michael Murphy. Second by Bill Watson. Approved.

IV. Approval of Sept 2022 Board Meeting Minutes (For Possible Action) Blane Johnson

Motion to approve the September 2022 Meeting Minutes by Bill Watson. Second by Tyler Gaffaney. Approved.

V. Review of October 2022 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.

VI. Update on Lake Tahoe Stewardship Plan Process and Next Steps

Andy Chapman

CEO Chapman gives update on Stewardship Plan. Been together for 9 months. Core group continues to meet. Situation analysis (white paper) has been produced. Stakeholder engagement summary has also been released. These are posted on the site.

IV-1

VII. Summary of Outdoor Media Summit Event

Andy Chapman

CEO Chapman gives summary of OMS. Sponsored by us. 180 attendees in market staying at the Hyatt. Opening reception was at the Thunderbird Lodge. Event was a huge success. A video was shown to the Board that was produced by us.

VIII. Submittal of October Dashboard Report

Long/Chapman

DoO Greg Long and CEO Chapman walked the Board through the dashboard. Board Members were directed to look at the packet for more detail.

IX. Management Reports

Staff

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

Provided in packet for review.

X. Coop Departmental Reports

Andy Chapman

- 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.

XI. Old Business

Andy Chapman

TTD Mobility Hub has hired a consultant to do the alternative site review and outreach. TNTNV brages are for sale.

XII. New Business

Andy Chapman

Tahoe Film Fest is back for its 8th year. Dec 1-4th

Northern Lights is also back for Dec 1-31st. Candy Cane Lane is a new event at the University on Dec 8th.

RSCVA update: Special event funding is 500K. Then added an additional 500K for undetermined. Trying to find an event in the Tahoe Washoe area to use some of those funds locally.

XIII. Director Comments

Blane Johnson

Chair Blane wanted a TART funding update. Summer and Fall 2022 was all paid for by Washoe County and RTC. Winter 22/23 needs about 500K. TMA will go out to bid for the next round of operations.

Hyatt will be starting their renovations in April 2023. South parcel will be demolished and rebuilt.

XIV. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

None

XV. Adjournment – (For Possible Action)

Blane Johnson

Adjourned. 4:23pm.

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>

Dec 2022 Financial Summary Report

December Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong gift shop sales
- R250 Fund Transfer: Under budget due to lower October 2022 TOT collections

EXPENSES

- 0305 Payroll: Over budget due to increased part time staff
- 0430 Building Repairs: Over budget due to new monument sign
- 0460 Contract Services: Under budget due to decreased services
- 0601 Hospitality in Market: Over budget due to staff X-mas party
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0609 Sponsorship: Over budget due to timing of payments
- 0691 Shuttle Subsidy: Under budget due to timing of payments

December Year to Date Variance Report

REVENUE

- R277 Concierge: Under budget due to lower tour inventory during summer
- R270 Misc Revenue: Over budget due to Coop reimbursement
- R274 Grants: Over budget due to timing of reimbursement

EXPENSES

- 0305 Payroll: Over budget due to increased staff
- 0430 Building Repairs: Over budget due to new monument sign
- 0460 Contract Services: Under budget due to decreased services
- 0473 Dues and Subscriptions: Over budget due to increased subscription costs
- 0501 Travel & Lodging: Under budget due to timing of reimbursement from coop
- 0611 Misc. Advertising Co-op: Under budget due to no opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0689 Web Development: Under budget due to delayed spend
- 0690 Sponsorship: Under budget due to timing of payments and lower requests
- 0691 Shuttle Subsidy: Under budget due to timing of payments and RSCVA payment
- 0751 Concierge Expense: Under budget due to lower sales
- 0800 Grants: Over budget due to timing

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
December 2022

	Dec 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	3,083.70	1,500.00	1,583.70	205.6%
R277 · Concierge	260.00	750.00	-490.00	34.7%
Total POS Sales	3,343.70	2,250.00	1,093.70	148.6%
R250 · Fund Transfers	138,056.74	140,385.00	-2,328.26	98.3%
R252 · Interest Income	98.90	0.00	98.90	100.0%
Total Income	141,499.34	142,635.00	-1,135.66	99.2%
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,524.24	825.00	699.24	184.8%
Total COGS	1,524.24	825.00	699.24	184.8%
Gross Profit	139,975.10	141,810.00	-1,834.90	98.7%
Expense				
0305 · Payroll	31,815.49	30,072.00	1,743.49	105.8%
0314 · State Employer Taxes	67.68	80.00	-12.32	84.6%
0315 · Federal Unemployment	5.33	5.00	0.33	106.6%
0316 · Public Employees Retirement Sys	8,672.65	8,254.00	418.65	105.1%
0319 · Employer Medicare/Soc Sec	564.46	478.00	86.46	118.1%
0320 · Health Insurance	3,308.27	3,500.00	-191.73	94.5%
0400 · Utilities				
0401 · Utilities- Electric	331.08	225.00	106.08	147.1%
0402 · Utilities-Gas & Heat	239.88	145.00	94.88	165.4%
0403 · Utilities- Water & Refuse	359.54	330.00	29.54	109.0%
Total 0400 · Utilities	930.50	700.00	230.50	132.9%
0405 · Bank & Cr Card Charges	196.45	112.00	84.45	175.4%
0410 · Office Supplies & Expenses	448.26	500.00	-51.74	89.7%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	435.00	1,000.00	-565.00	43.5%
0411 · Maintenance/Janitorial - Other	539.00	500.00	39.00	107.8%
Total 0411 · Maintenance/Janitorial	974.00	1,500.00	-526.00	64.9%
0412 · IT - Computers	91.48	0.00	91.48	100.0%
0420 · Postage & Freight	19.39	50.00	-30.61	38.8%
0421 · Communications	559.35	600.00	-40.65	93.2%
0422 · Printing Expenses	0.00	500.00	-500.00	0.0%
0430 · Building Repairs & Insurance	7,908.00	2,000.00	5,908.00	395.4%
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0%
0460 · Contract Services	7,600.00	9,000.00	-1,400.00	84.4%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
December 2022

	Dec 22	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	443.60	300.00	143.60	147.9%
0473 · Dues & Subscriptions	1,212.95	500.00	712.95	242.6%
0474 · License & Fees	24.00	0.00	24.00	100.0%
0501 · Travel & Lodging	0.00	500.00	-500.00	0.0%
0504 · Registrations	-584.00	0.00	-584.00	100.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	24.95	250.00	-225.05	10.0%
0601 · Hospitality in Market				
0601.5 · In House	2,138.15	100.00	2,038.15	2,138.2%
0601 · Hospitality in Market - Other	144.56	200.00	-55.44	72.3%
Total 0601 · Hospitality in Market	2,282.71	300.00	1,982.71	760.9%
0622 · Advertising Co-op	91,666.00	91,666.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0%
0650 · Payroll Expense	119.27	100.00	19.27	119.3%
0690 · Sponsorship	45,200.00	40,000.00	5,200.00	113.0%
0691 · Shuttle Subsidy/Sponsorship	-30,563.00	0.00	-30,563.00	100.0%
0725 · Uniforms	-4.58	250.00	-254.58	-1.8%
0751 · Concierge Expense	18.00	675.00	-657.00	2.7%
51100 · Freight and Shipping Costs	176.00	0.00	176.00	100.0%
59900 · POS Inventory Adj -Merchandise	-85.93	0.00	-85.93	100.0%
Total Expense	179,341.28	199,192.00	-19,850.72	90.0%
Net Ordinary Income	-39,366.18	-57,382.00	18,015.82	68.6%
Net Income	-39,366.18	-57,382.00	18,015.82	68.6%

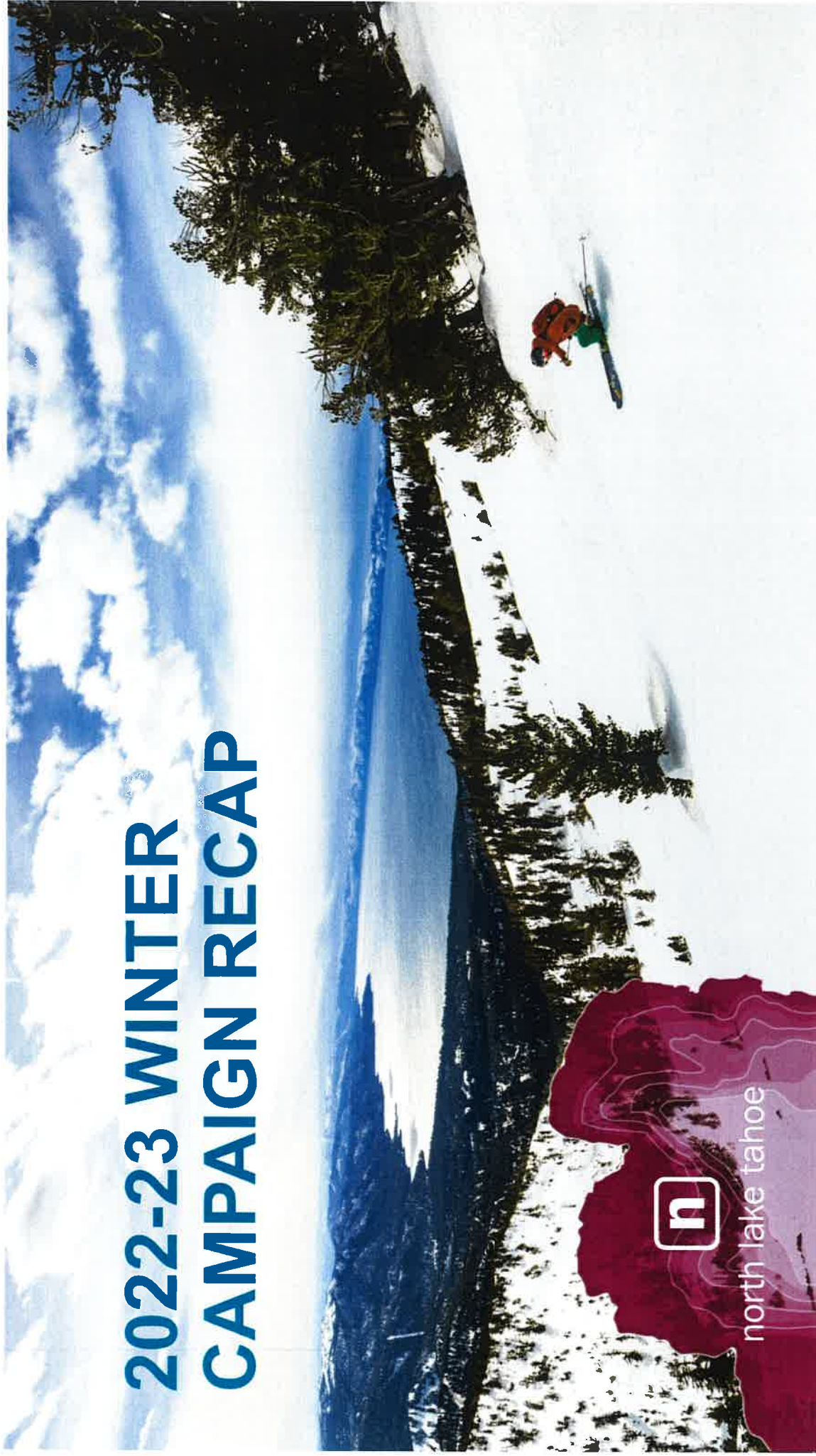
Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
July through December 2022

	Jul - Dec 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	34,374.14	33,500.00	874.14	102.6%
R277 · Concierge	132,455.50	171,000.00	-38,544.50	77.5%
Total POS Sales	166,829.64	204,500.00	-37,670.36	81.6%
R250 · Fund Transfers	1,385,434.89	1,385,439.00	-4.11	100.0%
R252 · Interest Income	219.93	0.00	219.93	100.0%
R270 · Miscellaneous Revenue	101,709.86	0.00	101,709.86	100.0%
R274 · Grants	5,000.00	0.00	5,000.00	100.0%
Total Income	1,659,194.32	1,589,939.00	69,255.32	104.4%
Cost of Goods Sold				
50000 · Cost of Goods Sold	16,876.51	18,426.00	-1,549.49	91.6%
Total COGS	16,876.51	18,426.00	-1,549.49	91.6%
Gross Profit	1,642,317.81	1,571,513.00	70,804.81	104.5%
Expense				
0305 · Payroll	236,410.75	224,978.00	11,432.75	105.1%
0313 · Employers Insurance of Nevada	488.00	900.00	-412.00	54.2%
0314 · State Employer Taxes	627.55	577.00	50.55	108.8%
0315 · Federal Unemployment	52.13	30.00	22.13	173.8%
0316 · Public Employees Retirement Sys	52,314.35	49,758.00	2,556.35	105.1%
0319 · Employer Medicare/Soc Sec	4,166.80	4,558.00	-391.20	91.4%
0320 · Health Insurance	19,455.54	20,220.00	-764.46	96.2%
0321 · Employee Training	2,946.00	2,000.00	946.00	147.3%
0400 · Utilities				
0401 · Utilities- Electric	1,578.93	1,050.00	528.93	150.4%
0402 · Utilities-Gas & Heat	480.22	373.00	107.22	128.7%
0403 · Utilities- Water & Refuse	2,148.26	1,982.00	166.26	108.4%
Total 0400 · Utilities	4,207.41	3,405.00	802.41	123.6%
0405 · Bank & Cr Card Charges	8,649.70	10,224.00	-1,574.30	84.6%
0410 · Office Supplies & Expenses	5,740.79	3,000.00	2,740.79	191.4%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	935.00	1,500.00	-565.00	62.3%
0411 · Maintenance/Janitorial - Other	3,891.09	4,900.00	-1,008.91	79.4%
Total 0411 · Maintenance/Janitorial	4,826.09	6,400.00	-1,573.91	75.4%
0412 · IT - Computers	4,577.45	2,000.00	2,577.45	228.9%
0420 · Postage & Freight	-36.70	300.00	-336.70	-12.2%
0421 · Communications	3,382.86	3,600.00	-217.14	94.0%
0422 · Printing Expenses	101.89	500.00	-398.11	20.4%
0430 · Building Repairs & Insurance	11,781.60	6,000.00	5,781.60	196.4%
0451 · Legal & Accounting Services	16,500.00	16,500.00	0.00	100.0%
0460 · Contract Services	38,515.69	59,400.00	-20,884.31	64.8%
0461 · Remote Offices	18,459.21	21,000.00	-2,540.79	87.9%
0462 · Equipment Lease & Maint.	2,434.26	1,800.00	634.26	135.2%
0473 · Dues & Subscriptions	6,957.59	3,000.00	3,957.59	231.9%
0474 · License & Fees	624.00	2,300.00	-1,676.00	27.1%
0501 · Travel & Lodging	-2,107.02	4,250.00	-6,357.02	-49.6%
0504 · Registrations	1,164.00	1,875.00	-711.00	62.1%
0505 · Local Transportation/Car	-201.93	300.00	-501.93	-67.3%
0507 · Meeting Expenses	1,097.22	1,500.00	-402.78	73.1%
0601 · Hospitality in Market				
0601.5 · In House	3,228.22	600.00	2,628.22	538.0%
0601 · Hospitality in Market - Other	-373.70	1,200.00	-1,573.70	-31.1%
Total 0601 · Hospitality in Market	2,854.52	1,800.00	1,054.52	158.6%

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
July through December 2022

	Jul - Dec 22	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-op)	0.00	125,000.00	-125,000.00	0.0%
0622 · Advertising Co-op	549,996.00	549,996.00	0.00	100.0%
0623 · Regional Marketing Programs	274.33	6,000.00	-5,725.67	4.6%
0650 · Payroll Expense	654.61	600.00	54.61	109.1%
0689 · WEB Development	120.00	10,000.00	-9,880.00	1.2%
0690 · Sponsorship	107,704.60	200,000.00	-92,295.40	53.9%
0691 · Shuttle Subsidy/Sponsorship	-285,526.00	88,874.00	-374,400.00	-321.3%
0692 · Sustainability Initiatives	-862.50			
0725 · Uniforms	2,261.27	1,250.00	1,011.27	180.9%
0730 · Special Promotional Items	0.00	2,000.00	-2,000.00	0.0%
0751 · Concierge Expense	115,087.50	153,900.00	-38,812.50	74.8%
0800 · Grant Expenses	10,000.00	0.00	10,000.00	100.0%
51100 · Freight and Shipping Costs	802.99	0.00	802.99	100.0%
59900 · POS Inventory Adj -Merchandise	5.72	0.00	5.72	100.0%
Total Expense	946,508.27	1,589,795.00	-643,286.73	59.5%
Net Ordinary Income	695,809.54	-18,282.00	714,091.54	-3,806.0%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	76.55	0.00	76.55	100.0%
Total Other Income	76.55	0.00	76.55	100.0%
Other Expense				
July 4th	-113,611.46	0.00	-113,611.46	100.0%
Total Other Expense	-113,611.46	0.00	-113,611.46	100.0%
Net Other Income	113,688.01	0.00	113,688.01	100.0%
Net Income	809,497.55	-18,282.00	827,779.55	-4,427.8%

2022-23 WINTER CAMPAIGN RECAP



north lake tahoe



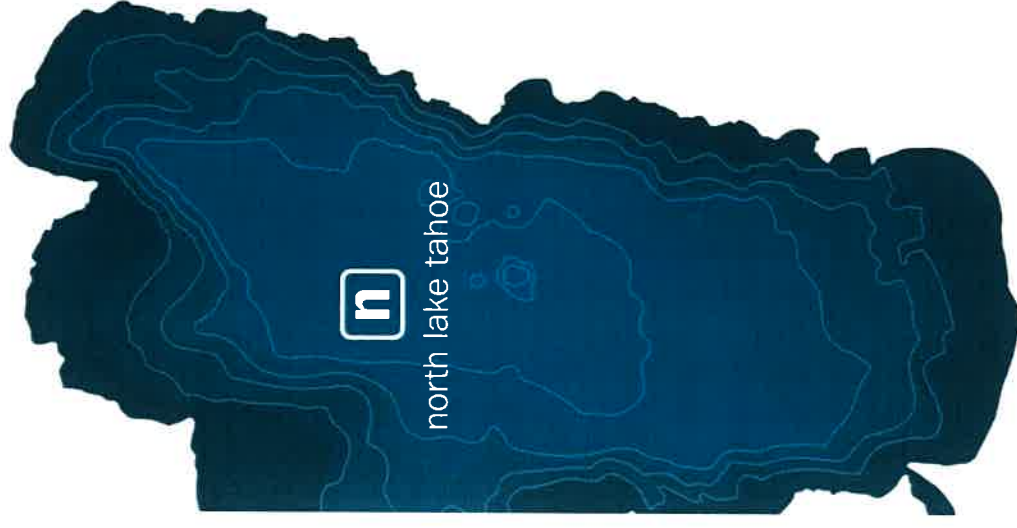
AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TACTICS

CREATIVE EXAMPLES



CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy

MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
 - Fly market / 3-year visitor
 - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



CAMPAIGN RECAP

- The 22/23 winter season campaign started November 15.
- All tactics are exceeding benchmarks with paid search, Facebook and Google Max display leading the charge.



WINTER 2022/23 SOCIAL MEDIA ADS

FAMILY CAROUSEL | VIDEO

North Lake Tahoe

Elevate family time and create WOW moments with a winter getaway in North Lake Tahoe

Find Your Winter Wow

Learn more

Advert Assets

Like Comment Share

North Lake Tahoe

Elevate family time and create WOW moments with a winter getaway in North Lake Tahoe

Adventure Awaits

Learn more

Wish List

Like Comment Share

North Lake Tahoe

Elevate family time and create WOW moments with a winter getaway in North Lake Tahoe

Warm Up Lickable

Learn more

Like Comment Share

CLICK TO PREVIEW

MILLENNIAL CAROUSEL | VIDEO

North Lake Tahoe

From shoreline to mountaintops and everywhere in between, your adventure is waiting for you in North Lake Tahoe.

Stay Where Winter Wins

Learn more

Explore Resorts

Like Comment Share

North Lake Tahoe

From shoreline to mountaintops and everywhere in between, your adventure is waiting for you in North Lake Tahoe.

Explore 11 Ski Resorts

Learn more

Tell Us

Like Comment Share

North Lake Tahoe

From shoreline to mountaintops and everywhere in between, your adventure is waiting for you in North Lake Tahoe.

Take in the Beauty

Learn more

Like Comment Share

CLICK TO PREVIEW

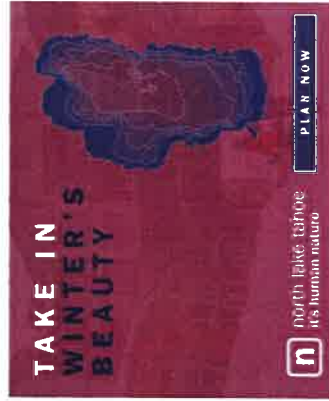


TACTICS

- Programmatic Display
 - Prospecting and Retargeting
 - High Value / National Audiences
- Native Direct: Outside Magazine
- Search Marketing
 - National
 - Google Max
- Facebook/Instagram
 - Prospecting and retargeting
 - High Value / National Audiences
 - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



CREATIVE - DISPLAY



BOOMER CAROUSEL | IMAGES

BOOMER CAROUSEL | IMAGES

CLICK TO
PREVIEW

**CLICK TO
PREVIEW**

North Lake Tahoe
...
X

North Lake Tahoe
...
X

North Lake Tahoe
...
X

Bravehearting lake views, world-class adventures and endless Winter Wow are just a stay away.

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View Midweek Specials

Plan Your Getaways

Plan Your Getaways

Book now

Book now

Book now

Travel Responsibly

Like

Comment

Share

Like

Comment

Share

Like

Comment

Share

North Lake Tahoe

TART Connect offers a free and easy way to get around North Lake Tahoe. Servicing three zones from Incline Village to Tahoe



gotahoenorth.com
Free Shuttle Service

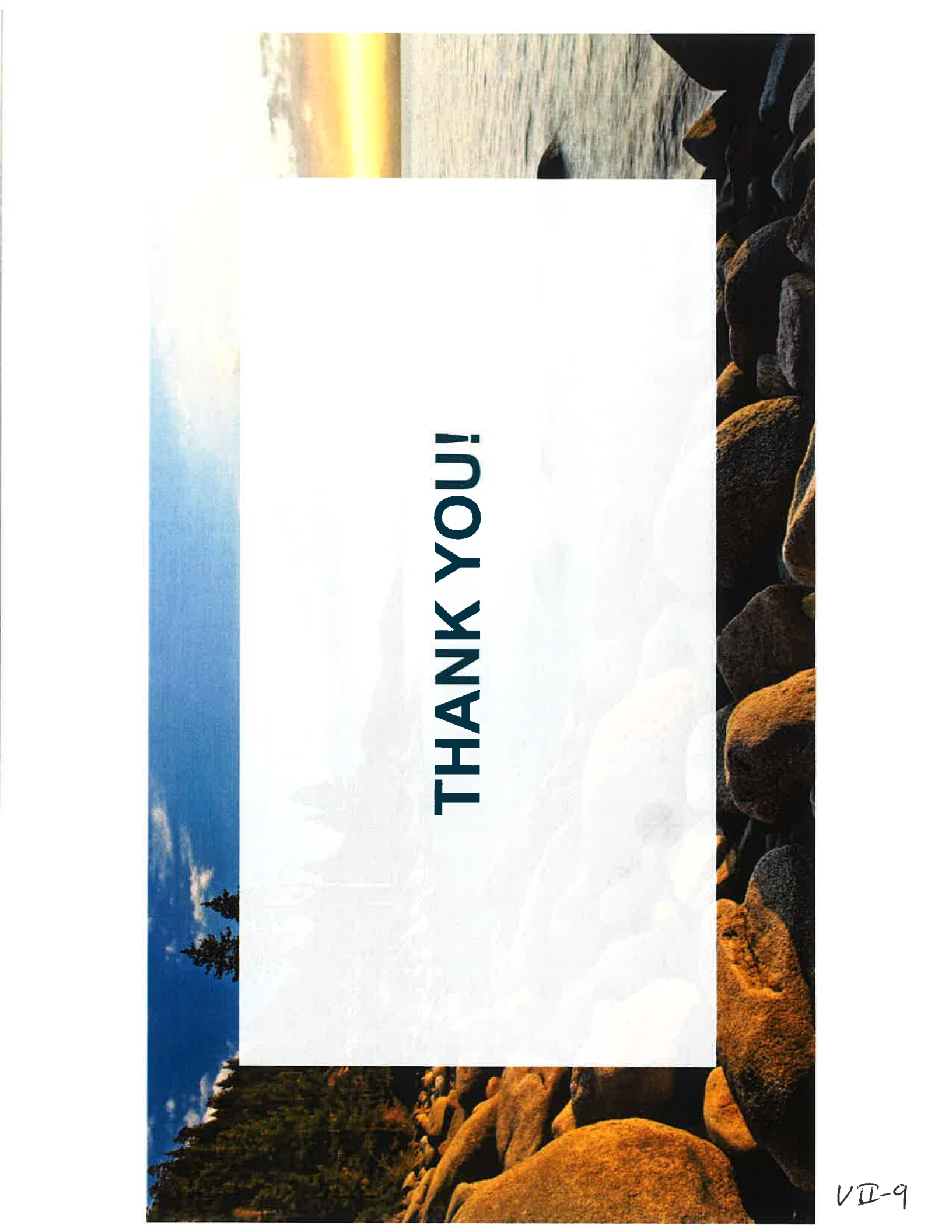
Learn more

Like Comment Share

5715

5715

SINGLE IMAGE 1
TART



THANK YOU!

2022-23 Spring Media Proposal



north lake tahoe

Key Strategies: Spring



Promote Sustainability Messaging

Finish running Nevada Travel print insertion through April
Adjust messaging levels to Spring activities as snow melts



Seasonality focus during Spring/Fall.

Spring spend constitutes 40% of yearly spend
Heavy up media spend beginning of March/April
Build flexibility into CTV and video buys to account for the end of ski season



Visitation data from Datafy used to guide decisions.

Target markets
Media channels
Audience segments, persona's, etc



Refresh audience and creative value

Millennial vs Jones Family audiences
Static vs Animated ads
•KPIs
•Cost effectiveness



DATA COLLECTION



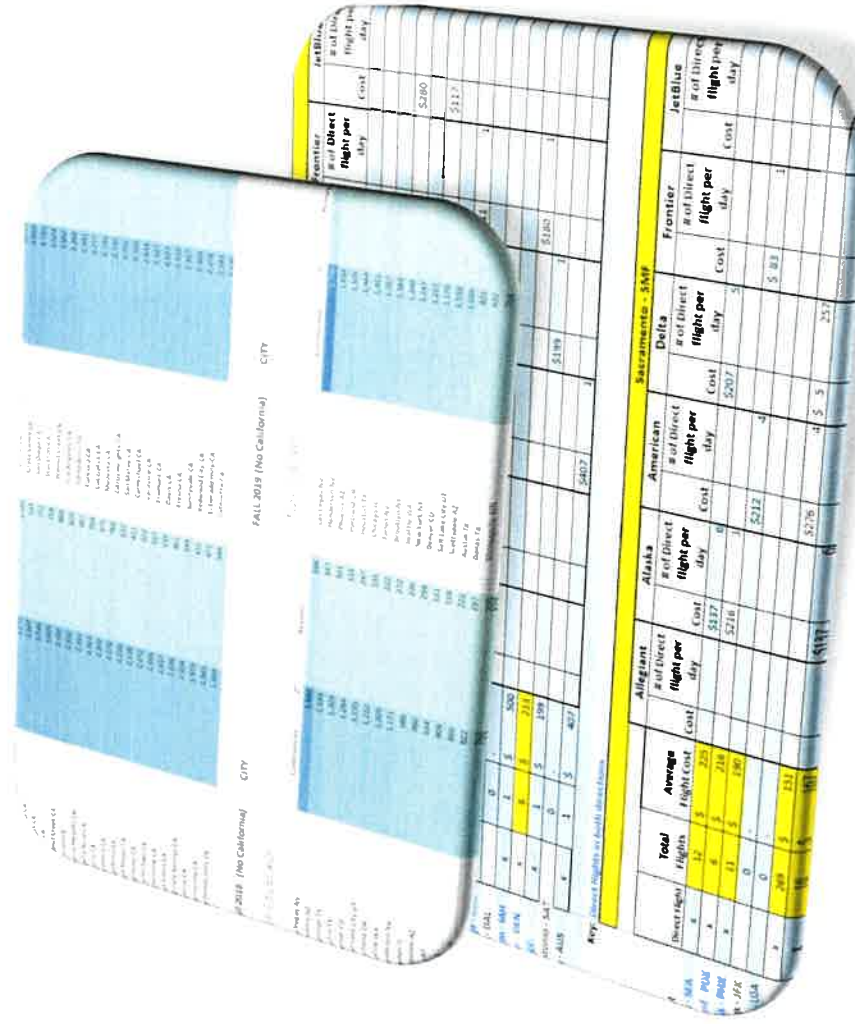
Markets selection were informed through flight data research



Datafy data informed 2-year visitors for the Spring season

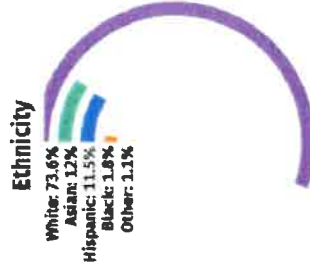
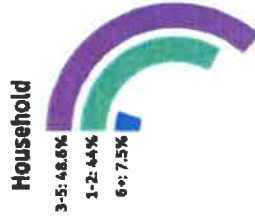
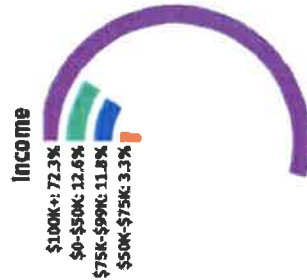
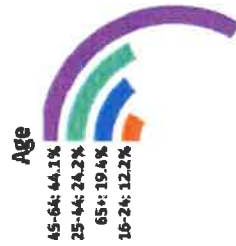


north lake tahoe



Visitation Demographics: Spring 2022

Demographics for 3/1/22 - 5/15/22



Visitors to North Lake Tahoe from 50+ miles
POIs: All POIs available
Geo: DMO Level

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



Destination Wide Analysis: Spring Compared with Spring 2021

Overview : 3/1/22 - 5/15/22

Total Trips

564,814

↓ -2.0% vs. 3/1/21 - 5/15/21



Visitor Days

1,929,970

↓ -3.1% vs. 3/1/21 - 5/15/21



Average Length of Stay

3.4 Days

↓ -2.9% vs. 3/1/21 - 5/15/21



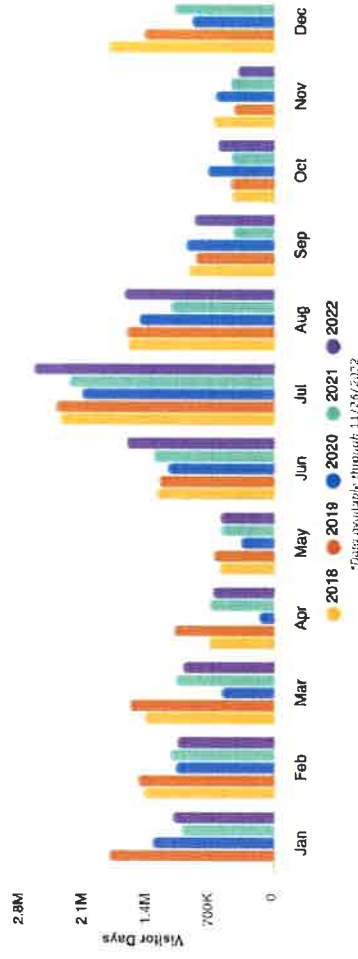
Unique Visitors

346,941

↓ -22.4% vs. 3/1/21 - 5/15/21



Annual Volume by Visitor Days



*Data available through 11/26/2022

Visitor Days by Length of Stay



- Day Trip 40.9%
- 2 Days 11.2%
- 3 Days 11.2%
- 4 Days 9.2%
- 5 Days 9.9%
- 6+ Days 17.6%



Spring Markets: Targeted 2020, 2021 & 2022

2020 Markets

- LA
- San Diego
- New York

2021 Markets

- LA
 - Dallas
 - San Diego
- Expanded Markets
- Monterey-Salinas
 - Santa Barbara

2022 Markets

- LA
 - Dallas
 - Houston
- Expanded Markets
- Monterey-Salinas
 - Fresno

2023 Markets

- TBD

Direct Flights (Non-Stop)

Reno - RNO		
Airport	Total Direct Flights/day	Average Flight Cost
Las Vegas - LAS	14	\$ 294
LA - LAX	11	\$ 221
Phoenix - PHX	6	\$ 334
Denver - DEN	6	\$ 291
SLC - SLC	4	\$ 346
Seattle - SEA	3	\$ 325
San Diego - SAN	2	\$ 148
Chicago - ORD	2	\$ 460
Portland - PDX	1	\$ 198
Dallas - DFW	3	\$ 556
New York - JFK	1	\$ 598
Austin - AUS	1	\$ 568

Sacramento - SMF		
Airport	Total Direct Flights/day	Average Flight Cost
San Diego - SAN	21	\$ 131
Las Vegas - LAS	19	\$ 189
Phoenix - PHX	15	\$ 316
LA - LAX	15	\$ 273
Seattle - SEA	14	\$ 211
Denver - DEN	11	\$ 270
Portland - PDX	7	\$ 210
SLC - SLC	5	\$ 279
Chicago - ORD	4	\$ 491
New York - JFK	1	\$ 478
Dallas - DAL	1	\$ 216
Dallas - DFW	5	\$ 438
Houston - IAH	1	\$ 410
Austin - AUS	1	\$ 194

12.15.22 flight data for late March early April

VIII-7

All Markets: Spring 2022

Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
San Francisco-Oa...	36.9%	↑ 0.5%	↑ 1.1%
Sacramnto-Stkto...	29.6%	↑ 1.1%	↑ 3.9%
Los Angeles	6.8%	↓ 0.6%	↓ 8.1%
Monterey-Salinas	2.2%	↑ 0.2%	↑ 9.3%
San Diego	2.0%	↓ 0.3%	↓ 14.2%
Chico-Redding	1.7%	↓ 0.1%	↓ 6.6%
Fresno-Visalia	1.2%	↓ 0.1%	↓ 12.9%

Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
Dallas-Ft. Worth	1.2%	↓ 0.1%	↓ 11.2%
Phoenix -Prescott	1.0%	↓ 0.2%	↓ 9.7%
Las Vegas	1.0%	↓ 0.6%	↓ 33.7%
Salt Lake City	0.9%	↓ 0.2%	↓ 14.4%
New York	0.9%	↑ 0.1%	↑ 11.4%
Houston	0.9%	— 0.0%	↑ 3.2%
SantaBarbra-San...	0.8%	↓ 0.2%	↓ 19.0%
Reno	0.8%	↑ 0.2%	↑ 35.6%
Honolulu	0.8%	↑ 0.4%	↑ 78.4%
Denver	0.8%	↓ 0.2%	↓ 18.2%
Chicago	0.8%	— 0.0%	↑ 3.2%



In-State Only: Spring 2022

Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
San Francisco-Oakland	44.0%	↑ 0.5%	↑ 1.1%
Sacramento-Stokton	35.3%	↑ 1.3%	↑ 3.9%
Los Angeles	8.2%	↓ 0.7%	↓ 8.1%
Monterey-Salinas	2.6%	↑ 0.2%	↑ 9.3%
San Diego	2.4%	↓ 0.4%	↓ 14.2%
Chico-Redding	2.0%	↓ 0.1%	↓ 6.6%
Fresno-Visalia	1.4%	↓ 0.2%	↓ 12.9%
Las Vegas	1.2%	↓ 0.7%	↓ 33.7%
Santa Barbara-Santa Maria	1.0%	↓ 0.2%	↓ 19.0%
Reno	0.9%	↑ 0.2%	↑ 35.6%
Bakersfield	0.4%	- 0.0%	↑ 9.8%
Palm Springs	0.2%	- 0.0%	↑ 0.7%

Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Truckee	25.2%	↑ 0.8%
Truckee - California	17.0%	↑ 1.2%
North Lake Tahoe - California	7.0%	↑ 0.4%
Donner Summit	5.0%	↓ 0.1%
Olympic Valley	3.0%	↑ 0.8%
Incline Village	2.8%	↓ 0.5%
Palispades Tahoe	2.7%	↑ 0.7%
North Lake Tahoe - Nevada	2.4%	- 0.0%
Tahoe City	2.2%	↓ 0.5%
Northstar California Reso...	2.1%	↑ 0.3%
Kings Beach	2.1%	↓ 0.4%
Northstar	2.0%	↑ 0.3%
West Shore Lake Tahoe	1.8%	↓ 0.4%
Washeshu Peak	1.5%	↑ 0.2%
Boreal Mt. Resort	1.4%	↑ 0.1%



Out-Of-State Only: Spring 2022

Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
Dallas-Ft. Worth	6.7%	↓ 0.8%	↓ 11.1%
Phoenix - Prescott	5.8%	↓ 0.6%	↓ 9.6%
Houston	5.2%	↑ 0.2%	↑ 3.1%
New York	5.0%	↑ 0.5%	↑ 12.0%
Denver	4.7%	↓ 1.0%	↓ 18.0%
Salt Lake City	4.6%	↓ 0.8%	↓ 15.6%
Chicago	4.5%	↑ 0.2%	↑ 3.6%
Honolulu	4.4%	↑ 2.0%	↑ 79.1%
Seattle-Tacoma	4.0%	↓ 0.7%	↓ 14.7%
Portland-OR	3.5%	↓ 1.0%	↓ 22.1%
Austin	3.2%	↑ 0.6%	↑ 23.6%
Miami-Ft. Lauderdale	2.9%	↓ 0.2%	↓ 8.0%
Atlanta	2.9%	↓ 0.2%	↓ 5.3%
Tampa-St. Pete-S...	2.5%	↓ 0.1%	↓ 3.9%
Boston-Manches...	2.4%	↑ 0.6%	↑ 32.1%

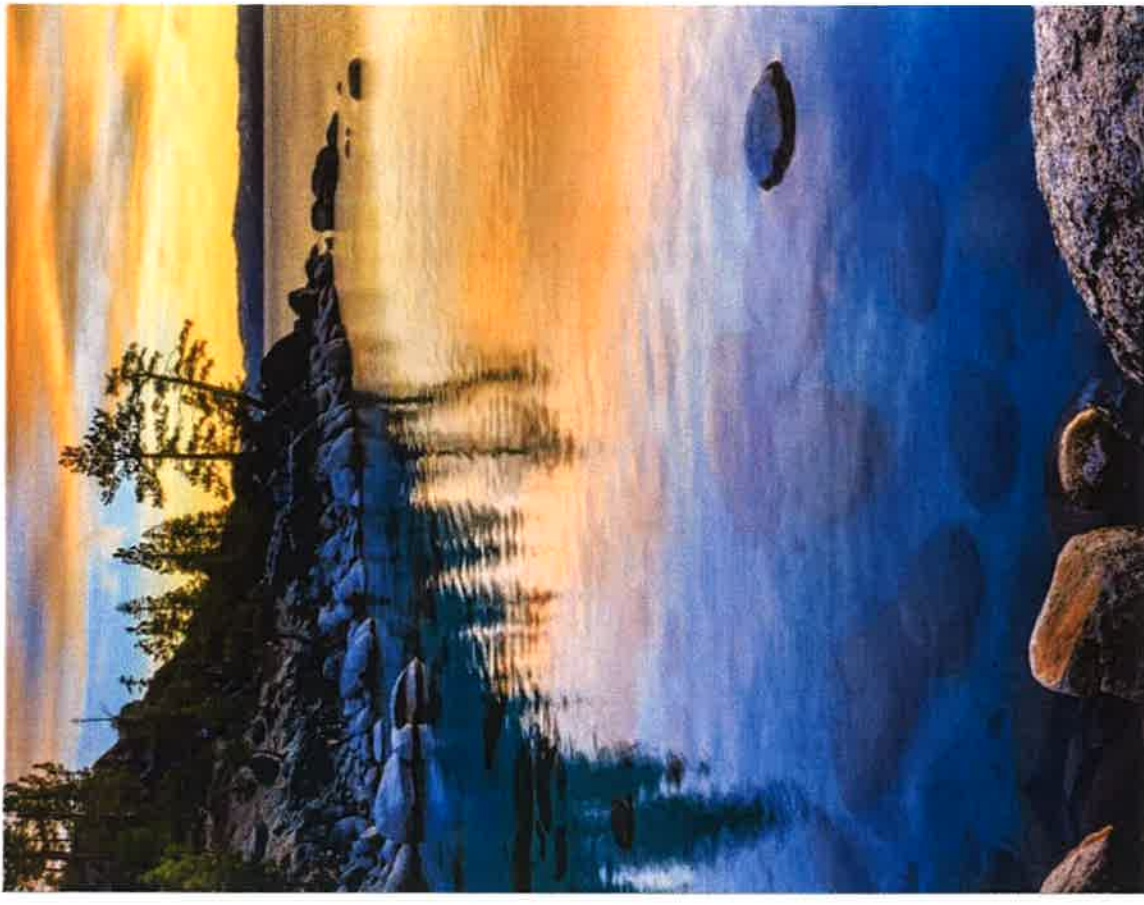
Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Truckee	24.3%	↓ 3.0%
Truckee - California	15.3%	↓ 2.0%
North Lake Tahoe - Califo...	5.0%	↑ 0.2%
Incline Village	3.5%	↓ 0.9%
Heavenly Mountain Resort	3.3%	↑ 0.8%
North Lake Tahoe - Nevada	3.1%	↓ 0.3%
Donner Summit	3.1%	↓ 0.2%
Kings Beach	2.7%	↑ 0.1%
Tahoe City	2.6%	- 0.0%
Olympic Valley	2.6%	↑ 0.7%
Palissades Tahoe	2.3%	↑ 0.6%
Nortistar California Reso...	2.0%	↑ 0.6%
Washeshu Peak	1.7%	↑ 0.5%
West Shore Lake Tahoe	1.6%	↓ 0.1%
Northstar	1.6%	↑ 0.4%



2023 Target Markets & Audiences

- Option 1 Markets
 - LA
 - New York
 - Phoenix
- Option 2 Markets
 - LA
 - Austin
 - Dallas
 - Houston
- Audiences
 - Millennial Megan
 - The Jones Family
 - Boomer
 - High Value
 - Local/Sustainability



High Value Visitors

- Length of stay = 4+ nights.
- Includes some mid-week.
- Origin city = any fly market (national).
- Higher spending percentage.

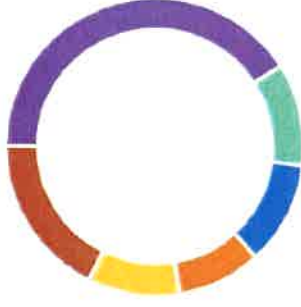
Visitor Days by Length of Stay

'22 vs '21

Average Length of Stay

3.4 Days

↓ -2.9% vs. 3/1/21 - 5/15/21

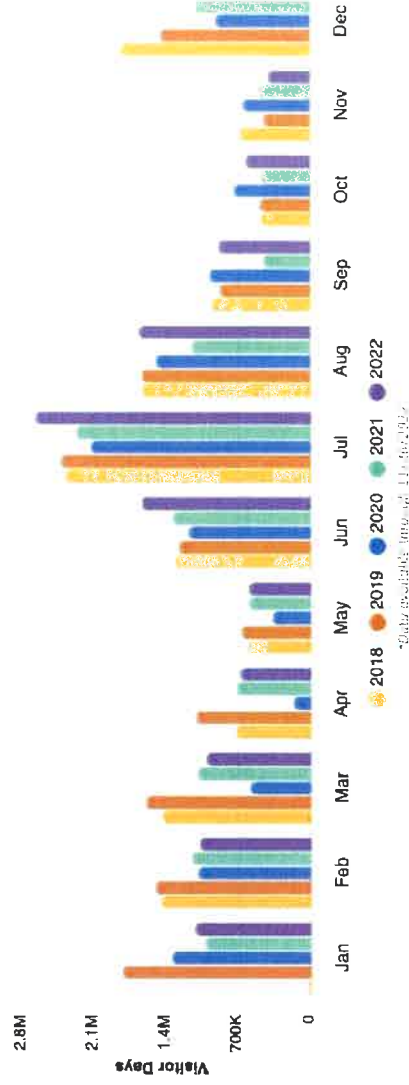


Unique Visitors

346,941

↓ -22.4% vs 3/1/21 - 5/15/21

Annual Volume by Visitor Days



*Data available through 11/15/2022



Consumer Flowcharts



Consumer Flowchart – Digital & Social

NLT 2022-23 MEDIA PLAN		4Q 2023												Gross Total
CAMPAIGN: CONSUMER		March			April			May						
		27	6	13	20	27	3	10	17	24	1	8	15	22
		Spring												
		40%												
DIGITAL														
Programmatic Display PT														\$32,399
Programmatic Display RT														\$7,545
Native (programmatic)														\$10,172
Native (direct)														\$26,678
Paid Search - National														\$20,012
Google Max (Search, YouTube, Display, Gmail Ads)														\$31,882
Digital Total														\$128,688
SOCIAL														
FB/IG PT														\$17,797
FB/IG RT														\$6,102
IG Stories														\$7,738
Twitter														\$5,000
Social Total														\$36,638

Consumer Flowchart – Video, OTA'S, MISC & Pledge

VIDEO					
OTT.CTV					\$66,663
Facebook Video					\$7,999
TikTok					\$4,451
Youtube Search RT					\$5,001
Video Total					\$88,115
OTA's					
TripAdvisor (Desktop/Mobile/Audience/etc)					\$26,215
OTA's Total					\$26,215
MISC					
Email					\$11,300
Weekend Sherpa (LA)					\$5,085
LA Outdoor					\$112,999
Programmatic Display (High Value / National)					\$9,752
FB/IG (High Value / National)					\$6,893
MISC Total					\$146,029
SUSTAINABILITY/PLEDGE/TART/etc					
FB/IG (In-Market Travelers 75%; Locals 25%)					\$6,441
SUSTAINABILITY/PLEDGE/TART/etc Totals					\$6,441
Adserving					\$497
Total Media Investment					\$432,623

CREATIVE EXAMPLES



2022 CREATIVE – DUAL DAYS SOCIAL

North Lake Tahoe
No need to choose. Elevate your senses, refresh with Dual Day adventures and enjoy mid-week souls.



CELEBRATE NORTH COAST
Twice the Excitement
Discover Spring's Dual Days

Like Comment Share

Learn more

North Lake Tahoe
Disconnect from daily life and reconnect from the outside in. Find peace the fun and more open spaces and week.



CELEBRATE NORTH COAST
Twice the Relaxation
Stay longer with Specials

Like Comment Share

Learn more

North Lake Tahoe
Explore twice the adventure and twice the family fun with Dual Day adventures in North Lake Tahoe.



CELEBRATE NORTH COAST
Twice the Smiles
Discover Spring's Dual Days

Like Comment Share

Learn more

MILLENNIAL

North Lake Tahoe
Work from nature and get inspired for days. All the best amenities come naturally in North Lake Tahoe.



CELEBRATE NORTH COAST
Work from Nature
Discover Spring's Dual Days

Like Comment Share

Learn more

North Lake Tahoe
Recharge after your Dual Days adventure with an overnight stay at one of North Lake Tahoe's unique accommodations.



CELEBRATE NORTH COAST
Twice the Relaxation
Discover Spring's Dual Days

Like Comment Share

Learn more

BOOMER

North Lake Tahoe
Double down safely and responsibly before your Dual Day adventures begin. Download our planning guides now.



CELEBRATE NORTH COAST
Twice the Fun
Know Before You Go

Like Comment Share

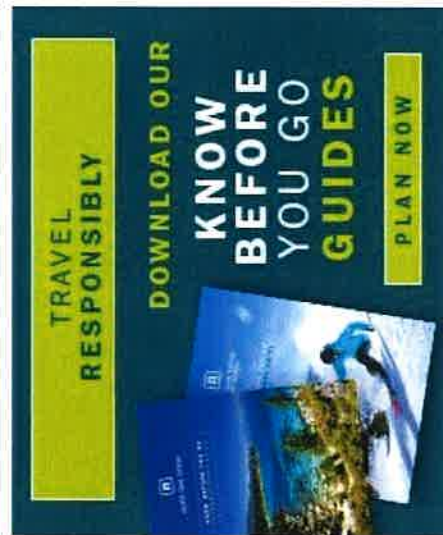
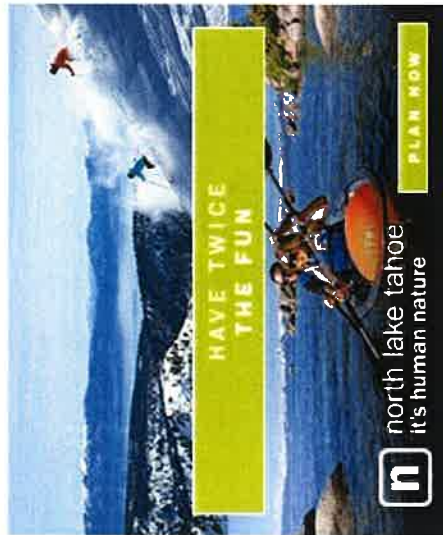
Learn more

WORK FROM NATURE

RETARGETING / LODGING

KNOW BEFORE YOU GO

2022 CREATIVE – DUAL DAYS DISPLAY



2022 CREATIVE – DUAL DAYS DISPLAY



2022 CREATIVE – SUSTAINABILITY

The image displays a social media feed for 'North Lake Tahoe'. The feed consists of several posts, each featuring a different image and a short text description. The posts are arranged in a grid-like fashion, with each post having its own caption and a 'Learn More' button. The captions are as follows:

- Post 1:** "From picturesque crystal blue waters and towering tree-lined mountains, preserving North Lake Tahoe's natural beauty starts with you."
- Post 2:** "The TMT Connect app offers a free and easy way to get around North Lake Tahoe. Get picked up and dropped off at designated pick-up and drop-off zones from Tahoe Village to Tahoe."
- Post 3:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 4:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 5:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 6:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 7:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 8:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
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- Post 10:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 11:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 12:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 13:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 14:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 15:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 16:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 17:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 18:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 19:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."
- Post 20:** "Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge."

Each post includes a 'Learn More' button and engagement icons (like, comment, share). The feed is titled 'North Lake Tahoe' at the top.

Thank You



14-111



January 18, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2023/24 Strategic Board Retreat Discussion and Direction

Background

The TNTNV Board of Directors have meet on an annual basis in a strategic board retreat setting. This meeting has allowed the board to focus attention on key strategic initiatives for the coming year and to review past initiatives.

Possible Board Action

Staff requests that the board discuss the scheduling of the strategic retreat as well as specific subject matters of interest. Our current scheduled board date of March 15th, 2023 will need to be rescheduled due to travel conflicts with the Travel Nevada Canadian Sales Mission. Location for retreat will be finalized in the coming weeks.

**Travel North Tahoe Nevada
FY 2023/24 Budget Development Timeline
1/18/2023**

Date	Item	Requested Action
April 1st	Internal staff draft budget preparation	Develop draft revenue and expense budget.
May 17th (Board Meeting)	Approval of FY 2023/24 Revenue Projections	Review, discussion and Possible Board Action on Revenue Approval.
May 17th (Board Meeting)	Review of Draft 2023/24 Budget	Budget review, discussion and Board direction.
June 21st (Board Meeting)	Review of Final 2023/24 Budget	Review, discussion and Possible Board Action on Budget Approval.

XI-7

Jan 18, 2022

Revenues & Stats				
	Nov-2022	Nov-2021	Variance	
TOT Revenues				
Monthly	\$ 106,943	\$ 118,760		-10.0%
YTD	\$ 1,492,378	\$ 1,327,218		12.4%
Total Taxable Revenues	\$ 3,220,875	\$ 3,583,412		-10.1%
	Nov Actual	Nov Budget		
Monthly	\$ 106,943	\$ 124,636		-14.2%
YTD	\$ 1,492,378	\$ 1,510,075		-1.2%
Occupancy				
Hotel	51.8%	42.9%		20.6%
Motel	3.2%	34.0%		-90.5%
Vacation Rental	27.8%	27.7%		0.4%
Time Share	4.6%	3.6%		28.2%
Home Owner				
Total	21.84%	30.67%		-28.8%
Room Rate				
Hotel	\$ 230.23	\$ 216.14		6.5%
Motel	\$ 201.84	\$ 103.61		94.8%
Vacation Rental	\$ 365.67	\$ 369.10		-0.9%
Time Share	\$ 286.33	\$ 314.04		-8.8%
Home Owner				
Total	\$ 270.27	\$ 275.56		-1.9%
RevPar				
Hotel	\$ 119.15	\$ 92.75		28.5%
Motel	\$ 6.54	\$ 35.26		-81.5%
Vacation Rental	\$ 101.73	\$ 102.31		-0.6%
Time Share	\$ 13.03	\$ 11.14		17.0%
Home Owner				
Total	\$ 89.23	\$ 84.52		5.6%

Visitor Information Comparative Statistics For Fiscal YTD			
	Dec-2022	Dec-2021	Variance
Walk In Visitor Count			
Monthly	1276	988	
YTD	18,876	12,125	
Merchandise Sales			
Monthly	\$ 3,083	\$ 1,535	
YTD	\$ 34,374	\$ 29,406	
Concierge & AT Sales			
Monthly	\$ 260	\$ 165	
YTD	\$ 132,455	\$ 19,996	
Vacation Planners Mailed	52	42	

Destimetrics Reservations Activity (as of Dec 31, 2022)				
	FY 2022/23	FY 2021/22	Variance	
Current Month Occupancy	52.7%	52.8%		-0.2%
Current Month ADR	\$ 490	\$ 489		0.2%
Current Month REVPAR	\$ 258	\$ 257		0.4%
Next Month Occupancy	49.2%	49.1%		0.2%
Next Month ADR	\$ 406	\$ 378		7.4%
Next Month REVPAR	\$ 200	\$ 186		7.5%
Winter Total Occupancy (proj)	37.1%	35.4%		4.8%
Winter Total ADR (proj)	\$ 401	\$ 386		3.9%
Winter Total REVPAR (proj)	\$ 149	\$ 137		8.8%

Reno Tahoe International Airport			
	Nov-2022	Nov-2021	Variance
Total Passengers Served	343,130	323,508	6.1%
Average Load Factor	75.3%	78.1%	-3.6%
Total Number of Departures	1,646	1,748	-5.8%
Non-Stop Destinations Served	20	31	-35.5%
Departing Seat Capacity	227,958	206,302	10.5%
Crude Oil Averages (barrel)	\$ 84.37	\$ 79.83	5.7%

Notes of Interest:

Conference Revenue Statistics			
(Booked as of November 30, 2022)	FY 2022/23	FY 2021/22	Variance
Total Revenue Booked	\$ 1,300,946	\$ 1,759,314	-26.1%
Number of Room Nights	5,861	8,216	-28.7%
Number of Delegates	3,152	3,884	-18.8%
Number of Tentative Bookings	24	24	0.0%
Number of Leads Generated	48	42	14.3%
Conference Revenue And Percentage by County:			
	21-22	20-21	
Placer	89.0%	69.0%	
Washoe	11.0%	31.0%	
Total Conference Revenue	100.0%	100.0%	
	\$ 1,300,946	\$ 1,759,314	-26.1%

XII-2

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt High Sierra Lodge	79	76
AvantStay	74	68
Basecamp Hotel Tahoe City	64	61
Frog Lake Backcountry Huts	60	60
Granlibakken Tahoe	54	52
Cedar Crest Cottages	48	46
Hyatt Regency Lake Tahoe	48	46
Natural Retreats – North Lake Tahoe	45	41
Northstar California Resort	35	35
Donner Lake Village	34	33
Cottage Inn at Lake Tahoe	33	32
Tahoe Truckee Factory Stores	32	25
East West Hospitality at Tahoe	29	20
The Village at Palisades Tahoe	29	29
The Ritz-Carlton, Lake Tahoe	26	24
Olympic Village Inn	25	24
River Ranch Lodge and Restaurant	24	23
Resort at Squaw Creek	23	23
West Shore Cafe & Inn	23	22
Chaney House	21	20
North Tahoe Rental Company	21	12
Northstar Lodge by Vacation Club	21	19
The Inn at Boatworks	21	21
Tahoe Luxury Properties	20	17
Cedar Glen Lodge	19	19

Summary:

The Welcome Center has been slow during the bad weather days. The new sign has been installed and we have part-time help working two days a week.

Staffing:

- Still working with a lean staff but enjoying our part-time employee, Kim

Operations:

- Manage Visitors Center
- Manage Activity Tickets
- Inventory Management

Projects:

- New website for organization (ongoing)
- Activity Tickets upgrades (text confirmations)
- Change PERS reporting procedures
- New Sign
- New flooring
- New toilets
- GoTahoeNorth.com management
- RTT communication committee chair
- RTT Executive Committee member
- RTT PR agency change

Meetings attended:

- Co-op agency meetings, Cloudriff status meetings, strategy meetings, Skyshow 2023 planning meetings, Abbi Agency meetings, Co-op marketing committee, RTT meetings, RTT communications committee meetings, RTT PR meetings, PERS training

President/CEO Report
Activities Report
January 18th, 2023

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Overseeing all PR/Communication efforts with Augustine Agency
 - Participated in the NLT Coop Committee meeting
 - Implemented Winter Consumer campaign with agency partners
 - Developed Spring 2023 Consumer campaign with agency partners
 - Worked with NLTRA staff and partners to submit a successful 2024 Mountain Travel Symposium Host RPF
 - Prepare and coordinate media meetings at the International Media Marketplace event in New York in January
 - Advised on Lake Tahoe Filmfest event
- PROJECTS
 - Worked with IVCBA Northern Lights committee on successful implementation of annual event
 - Development of July 4th SkyShow program and permit process
 - Successful request to RSCVA for an additional \$100,000 in TART Connect Winter/Spring Funding
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - Worked with Abbi Agency on organization communication and social media messaging
 - Implemented Road to Wondergrass Tahoe 2023 Sponsorship with WWG
 - Developed and recommended to the RSCVA board of directors a new special event funding process
 - Participated in Governor Elect Lombardo Tourism, Gaming and Sports Policy working group
- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended RSCVA Board Meeting
 - Attended RSCVA Special Events Sub Committee Meeting
 - Attended TMA Executive Committee Meeting
 - Attended NLT Marketing Coop Meeting
 - Attended Stewardship Tahoe Core Committee Meeting
 - Attended RASC Executive Committee Meeting
 - Attended TTD Board Meeting
 - Attended TTD Committee Meeting
 - Attended TMA Board Meeting

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