

TRAVEL  
**North**  
**TAHOE**  
NEVADA

AGENDA

**Board Meeting**  
**Travel North Tahoe Nevada**  
**Wednesday, November 15<sup>th</sup>, 2023 3:00 pm**

**Mission Statement**

*Encourage destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship.*

**Our Vision**

*Preserve and enhance a vibrant and innovative destination by leading in stewardship and sustainability.*

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday November 15<sup>th</sup>, 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, 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.

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## **AGENDA**

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|---|----------------------------|
| <b>I. Call to Order/Roll Call</b>   | <b>Chair</b>               |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.  | <b>Chair</b>               |
| <b>III. Approval of Agenda</b> (For Possible Action)  | <b>Chair</b>               |
| <b>IV. Appointment of Eric Roe to Fill Vacant Crystal Bay Resort Seat</b> (5 min)   | <b>Chair</b>               |
| <b>V. Appointment of new 2023/24 Board Officers</b> (5 min) (For Possible Action)<br>Candidates to be Considered: Claudia Anderson, Bill Watson, Blane Johnson            | <b>Chair/Chapman</b>       |
| <b>VI. Approval of September 2023 Board Meeting Minutes</b> (For Possible Action)   | <b>Chair</b>               |
| <b>VII. 2022/23 Ad Effectiveness Research</b> (20 min)  | <b>Smari Research Team</b> |
| <b>VIII. Discussion and Approval on Strategic Plan Vendor Contract</b> (15 min)<br>(For Possible Action)  | <b>Chapman</b>             |
| <b>IX. Discussion/Board Direction on RSCVA January 2024 Appointee</b> (15 min)  | <b>Chapman</b>             |
| <b>X. Review of October 2023 Financial Statements</b> (10 min)<br>(For Possible Action)   | <b>Long</b>                |
| <b>XI. Update on 2<sup>nd</sup> Annual Road to Wondergrass Tahoe Special Event</b> (15 min)   | <b>Chapman</b>             |
| <b>XII. Update on Travel Nevada New York Media Event</b> (15 min)   | <b>Chapman</b>             |
| <b>XIII. Submittal of October Dashboard</b> (15 min)  | <b>Long/Chapman</b>        |
| <b>XIV. Management Reports</b>  | <b>Chapman</b>             |
| <b>XV. Departmental Reports</b><br>a) Conference/Leisure Sales<br>b) Consumer Advertising<br>c) Social/Content<br>d) Public Relations                                     | <b>Chapman</b>             |
| <b>XVI. Old Business</b>  | <b>Chair</b>               |
| <b>XVII. New Business</b>   | <b>Chair</b>               |
| <b>XVIII. Director Comments</b>   | <b>Chair</b>               |
| <b>XIX. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | <b>Chair</b>               |
| <b>XX. Adjournment</b> – (For Possible Action)  |                            |