

TRAVEL
North
TAHOE
NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, June 18th, 2025 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 June 18th, 2025 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.

AGENDA

- | | |
|--|-----------------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for the public to comment on any matter whether or not if it is included on this agenda. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Approval of May 2025 Board Meeting Minutes (For Possible Action) | Chair |
| V. Nevada 2025 Legislative Session Update (15 min) | Rowe Law Group |
| VI. FY 2025/26 Fund Transfer Revenue (For Possible Action) (10 min) | Chapman/Long |
| VII. FY 2025/26 Budget Review and Discussion (For Possible Action) (20 min) | Chapman/Long |
| VIII. Review of May 2025 Financial Statements (10 min)
(For Possible Action) | Long |
| IX. Sponsorship Support Review and Discussion (15 min) | Chapman/Long |
| X. FY 2025/26 Board Officer Appointment (For Possible Action) (5 min) | Chapman |
| XI. FY 2025/26 North Tahoe Marketing Committee Appointment (5 min)
(For Possible Action) | Chapman |
| XII. FY 2024/25 CEO Review Process and Timeline (5 min) | Chair |
| XIII. Community Engagement and Advocacy Update (10 min) | Beiro |
| XIV. Old Business | Chair |
| XV. New Business | Chair |
| XVI. Departmental Reports (Report in Packet) <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Community Engagementd) Consumer Advertisinge) Social/Contentf) Public Relationsg) COO Reporth) CEO Report | Chair |
| XVII. Director Comments | Chair |
| 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. | Chair |
| XIX. Adjournment – (For Possible Action) | |



**May 2025 Board Meeting Minutes
Travel North Tahoe Nevada
Wednesday, May 21, 2025, 3:00pm**

I. Call to Order/Roll Call

Bill Watson

The Travel North Tahoe Nevada Board Meeting was called to order at 3:01 by Chair Bill Watson. Roll call was taken. The following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, Eric Roe, and Pascal Dupuis. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Bart Peterson, Director of Sales, and Mike Beiro, Community Engagement & Advocacy Manager. Others included Marketing Coop representatives Kirstin Guinn and Adam Wilson. Amanda Brazeau with Rowe Law Group, Greg Carson and Amy Gelender from 62Above. Legal representation from Reese Ring Velto, PLLC.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Watson

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

None

III. Approval of Agenda

Bill Watson

Motion to approve the May 21, 2025, agenda by Claudia Andersen. Second by Pascal Dupuis. Approved.

IV. Approval of March 2025 Board Meeting Minutes

Bill Watson

Motion to approve the March 2025 Board Meeting Minutes by Claudia Andersen. Second by Pascal Dupuis. Approved.

V. North Lake Tahoe Destination Consumer Brand Review

Chapman/62Above

CEO Andy Chapman discussed consumer rebranding and progress made (insights, naming, logos). Chapman spoke to primary and secondary research (SMARI data, stakeholder interviews, 18,000 consumer surveys, focus groups, competitor audits, consumer research reports).

Amy Gelender from 62Above described the longitudinal focus groups. She noted the high volume of research is because the brand is so important. Gelender noted efforts as looking at Culture, Customers, Company (Three C's) and a brand rooted in truth. This is what sets our destination apart from competitive set while being a strategic positioning opportunity. She noted the idea of how precious travel is - connecting with nature, being conscious of environment, protecting the destination.

Greg Carson from 62Above noted the theme of Journey Deeper and how the Three Cs are the guiding north star for branding. He outlined key components – Brand (lake, alpine setting, stewardship, recreation, cooperation), Personality (sincere, inspiring, laid back, adventurous), and Key Messaging (senses, connections, wonder, harmony).

Andy Chapman spoke to the amount of work at TNTNV and 62Above that has gone into this. Kirsten Guinn, from the Coop, shared this information with the NTCA Board. Chapman would like get input that he will take to the Coop.

Greg Carson then reviewed things like depth of the experience, journey, and branding. Some logo images were shared. It was noted that there is still contemplation, and the creative team continues to play with ideas and icons.

Chapman requested to hear some reactions noting all input is welcome. Bill Watson, and Darya Shahvaran noted specific aspects of a design, possible symbolism and certain images.

Amy Gelender reviewed the timeline (process of exploring logos, taking early campaign direction, and refinement research). Efforts are to make sure message is resonating with consumers and using the desired communication. Additional steps include identifying and building out brand guidelines and production. The goal of launching is the beginning of October.

North Lake Tahoe Coop partners Adam Wilson and Kirstin Guinn shared excitement for the process and working with 62Above. Wilson shared gratitude with 62Above and the TNTNV Board.

VI. Nevada 2025 Legislative Session Update

Rowe Law Group

Amanda Brazeau with the Rowe Law Group provided an update highlighting meetings and advocacy. She reviewed recent happenings (had a hearing, voted out of original committee, moved to the floor, financial component/money committee, deadline June 2nd).

Gelender reported the bill will go to vote at full Senate, continuously, Assembly side, then to Governor's desk. Chapman spoke of support from community, opened, etc. He also noted some opposition.

The full report is in the meeting packet.

VII. Business Improvement District Feasibility Study Update

Chapman

CEO Andy Chapman shared TNTNV has contracted with CIVITAS for feasibility study and is about halfway through the process. Chapman noted steering committee, businesses rep categories, visitor

spend, and business roundtable discussions (lodging, food & beverage, art/entertainment/recreation, retail, food stores). CIVITAS has noted the process tends to be nine-to ten-months.

VIII. FY 2025/26 Fund Transfer Revenue Review

Chapman/Long

CEO Andy Chapman presented three options to the Board and referred to data showing actual numbers and shared projections for the current year. Each year, the team works with partners to predict where the revenue will come from.

The three options (with varying percentages of a downward trend) were presented to the Board. Discussion occurred and it was determined a conservation approach is better than depending on large amount of revenue.

CEO Greg Long noted the biggest strain is because of the Hyatt renovations/partial closure. Long shared RSCVA is projecting revenue to be down overall. Chapman noted our region has outperformed other areas of the county. Claudia Andersen inquired about the numbers being down overall. The group spoke to international, domestic (flight vs. drive) travel trends and predictions.

Pascal Dupuis shared the Hyatt's revenue and noted we need to look at planned expenses. Dupuis talked about possible capping number of rooms for July and August that would affect numbers.

Chapman noted today is meant for conversation. Approval of the budget will occur at June Board Meeting. Chapman noted the balanced budget, not overspending, and the reserve. It was noted the Board previously determined the minimum amount that must remain in the reserve.

Watson inquired about the staff's position on the three options. After continued discussion, the group selected moving forward with plans and planning around Option A.

Motion to approve Option A by Claudia Andersen. Second by Pascal Dupuis. Approved.

Full report is in meeting packet.

IX. FY 2025/26 Budget Review and Discussion

Chapman/Long

COO Greg Long noted that the numbers and planning are built off Option A. He provided the projection for this coming year and compared this current year. Noting numbers and categories that remain "flat" based on projections. Fund transfers (R250) is going down.

Long highlighted Payroll is up due to plan for adding staff and additional seasonal support. PERS – Retirement has a large increase due to an employee qualifying.

Chapman noted the category for legal, accounting services, contract services (Rowe, CIVITAS, The Abbi Agency). He also highlighted increase in Travel and Lodging (Beiro's travel and outreach plus the increase in executive team travel).

He noted the Stewardship Campaign is being incorporated into Coop effort. He also drew attention to Regional Marketing Program (BID education funds), Sponsorships, and Sustainability Initiative. The total budget and gross profit amounts create a balanced budget. Chapman reminded that the final review and approval will be next month; he is looking for discussion.

Chair Bill Watson noted the efficiency of organization, being impressed by all TNTNV can do with those funds. Pascal Dupuis drew attention to Sustainability Initiative. Chapman noted targeting 10% of annual revenue. Chapman noted the desire to show commitment and to match to Strategic Plan.

COO Greg Long highlighted Destination Marketing is transitioning to Destination Management.

Claudia Andersen requested individualized reports to provide more specifics around Sponsorship and Sustainability Initiative, to better share with others what TNTNV is doing.

X. Review of April 2025 Financial Statements

Greg Long

COO Greg Long highlighted specific month end variances in both revenue and expense categories. He reported on April Year-to-Date variances, any budget items over or under by \$3000 were presented. Full report is in packet.

Motion to approve by Claudia Andersen. Second by Darya Shahvaran. Approved.

XI. Sales Department Update

Bart Peterson

Director of Sales Bart Peterson reviewed efforts with meeting planners and travel advisors. He noted upcoming events he will be attending, programs that went definite, continued relations, clean data base for newsletter group, and strategic database research. This is to support travel trade and keep our destination top of mind.

Peterson reported on leisure travel and missions (International and Domestic), VISA card spend, currency exchange rate, strong opportunities to get in front of buyers, and hearing from consumers.

He highlighted the Canada mission and two ski wholesale events that allow us to differentiate. Along with Chapman, Peterson attended the Mountain Travel Symposium. Peterson noted additional events Nevada focused events (Spotlight Nevada, FAM through Reno Tahoe Territory), and the annual FAM in Australia in March.

He continues to send the newsletter to travel advisors and is currently preparing for summer newsletter that goes out June 20th. He noted domestic travel is up while international is down a bit. This trend is nationwide.

XII. Community Engagement and Advocacy Update

Mike Beiro

Community Engagement and Advocacy Manager Mike Beiro noted a lot of people in our community are not aware of all the great things TNTNV does. He noted creation of a document to share all we

do in a concise way to raise awareness. Beiro will distribute copies of the document to Board members when it's ready.

Beiro highlighted upcoming events - Family Fun for Everyone! on May 31st with local authors and the second Talkin' Tahoe event for June 10th with an expert from Lahontan Audubon Society.

Beiro spoke about the upcoming Incline Village Block Party. Beiro is helping with social media campaign about the event. He also noted the Alibi Tunes on Tap (July – Sept) and the upcoming lineup release. For the shows, Beiro is looking to book small organizations/businesses and local artisans to showcase their work with the theme of community focused events. Tunes on Tap will promote Gambler's Run. Other efforts are for Tunnel Creek Community Movie Night, Gambler's Run, and Washoe Tahoe Academy.

Beiro announced Thunderbird Lodge tours will be starting and shared concierge invite efforts. He highlighted additional projects, connections, collaborations, exploration of potential outreach, and engaging with visitors.

Andy Chapman played footage from the Dummy Downhill and discussed team efforts. Darya Shahvaran was a judge for this Diamond Peak community event. Chair Bill Watson requested high quality photo of the Thunderbird Tahoe Tessie.

XIII. Old Business

Bill Watson

None

XIV. New Business

Bill Watson

CEO Andy Chapman reported at tomorrow's RSCVA Board Meeting they will vote to appoint a member to Reno Tahoe Authority Airport Board. Pascal Dupuis is a candidate; there have been efforts for getting Dupuis secured in the position.

As long as Chapman can remember, this position has been a Tahoe representative. There is a high level of importance continuing to have a Tahoe tourism representative on that board.

The vote is tomorrow. Bill Watson added the Board is in full support of Pascal Dupuis as a candidate.

XV. Management Reports

Bill Watson

Full Reports in Meeting Packet.

XVI. Departmental Reports

Bill Watson

- a) Conference Sales
- b) Leisure Sales
- c) Consumer Advertising

- d) Social/Content
- e) Public Relations

All Reports included in meeting packet.

XVII. Director Comments

Bill Watson

Claudia Andersen inquired about the Park City City Tour. CEO Chapman noted attendees are a contingency of local dignitaries, including mayor. Thursday is Tahoe day and Chapman provided an overview of that day's schedule, the groups traveling schedule, and the ideas shared.

XVIII. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Watson

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

None

XIX. Adjournment

Bill Watson

Call to adjourn by Bill Watson. Adjourned at 4:50pm.

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

Travel North Tahoe Nevada Welcome Center

IVGID Office

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

ROWE LAW GROUP

Administrative Law & Public Affairs

Travel North Tahoe Nevada

End of Session Assessment and Executive Summary

June 16, 2025

SB420 Legislative Efforts

The legislative effort behind SB420 was marked by strong collaboration, broad community engagement, and significant legislative progress, despite some internal political hurdles and challenges.

Highlights and Accomplishments

We conducted legislative meetings across Las Vegas, Reno, and Carson City, establishing consistent visibility and presence. A well-received committee hearing showcased the bill's strong support from both the community and the business sector, with substantial call-in and written testimony, particularly from local businesses in support of SB420. These meetings also provided a platform to educate lawmakers regarding TNTNV's strategic plan and how SB420 helps to achieve these goals and address noted challenges. SB420 sought to position Travel North Tahoe Nevada as the primary voice for local visitor economy and document TNTNV's credibility in managing and maintaining a BID. SB420 was a direct investment in stewardship of North Lake Tahoe and would have created a tool in TNTNV's toolkit for tourism mitigation while also allowing it to responsibly flourish.

One of the positives from the 2025 legislative session was the ability of all of the stakeholders working collaboratively. Stakeholder collaboration was one of the major strengths of this effort. Key partners—including TRPA, Douglas County, the Tahoe Chamber, Tahoe Transportation District and Washoe County—worked in close coordination throughout the legislative session. Our working relationship with TRPA proved especially beneficial, leading to productive meetings with legislators, streamlined drafting, and unified messaging. The legislative team worked closely throughout the session with the bill sponsor and demonstrated agility by quickly redrafting bill language multiple times to accommodate feedback, maintain stakeholder alignment and respond to concerns of other Tahoe-related stakeholders.

SB420 passed out of the Senate Committee on Government Affairs with unanimous bipartisan support, reflecting both the strength of the bill and the effectiveness of TNTNV's outreach. We also mobilized visible community support through letters from The Economic Development Authority of Western Nevada (EDAWN), the Tahoe Chamber, and over 45 additional online submissions, which were shared directly with committee members. Strategic communications—including earned media, op-eds, and televised appearances (notably by Andy) helped generate additional public awareness and momentum.

Challenges

While we headed into the last month of the legislative session, some aspects presented logistical and political challenges. SB420's referral to the Senate Finance Committee introduced delays, and we had to make language adjustments to accommodate concerns from neutral or hesitant stakeholders. Additionally,

ROWE LAW GROUP

Administrative Law & Public Affairs

a negative opinion poll circulated late in the session created potential headwinds in public perception; however, the team countered the poll with a significant number of responses in support.

After the bill moved out of committee, there was a late, unsolicited fiscal note added from the Department of Taxation. SB420 was read for a second time on the Senate floor and was expected to have a vote before it was abruptly referred to the Senate Committee on Finance because of the late added fiscal note. Once the bill was in the finance committee, the legislative team heard there were more concerns around SB420 as it opened the same Nevada Revised Statute chapters as a separate bill that had significant opposition. After clearly separating the bill from other legislation, the legislative team also made sure to adjust the bill to only apply to professional services as it related to business in North Lake Tahoe. We were able to mitigate these concerns through drafting amendments to SB420 that held the integrity of the bill, but also appeased key Tahoe stakeholders.

Despite the bill's legislative progress, internal Senate Democratic Caucus conflicts and leadership decisions—such as not scheduling SB420 in Senate Finance—ultimately stalled further movement. There remains ideological opposition from some Tahoe-based critics to a BID or possibly any policy advancing the mission and strategic plan of TNTNV. Looking ahead, our strategy must focus on engaging these opponents through proactive messaging around environmental protection, sustainability, and responsible tourism mitigation. Drawing contrasts with regional efforts (e.g., RSCVA) may also be helpful in reframing the narrative.

Moving Forward

While politics clearly influenced the outcome of SB420, the groundwork laid this session—with widespread support, media coverage, and stakeholder alignment—puts TNTNV in a strong position to regroup, re-engage, and build momentum for future action on a BID or other legislation advancing the organization's and the community's goals.

2025_26 Room Tax Grant Revenue

OPTION A

Actual month Payment month	May July	June August	July September	August October	September November	October December	November January	December February	January March	February April	March May	April June	Total
Prior Year Actual	\$ 136,764	\$ 260,303	\$ 357,483	\$ 318,119	\$ 221,029	\$ 121,187	\$ 101,992	\$ 183,359	\$ 185,828	\$ 148,562	\$ 128,467	\$ 94,151	\$ 2,257,244
Running	\$ 136,764	\$ 397,067	\$ 754,550	\$ 1,072,669	\$ 1,293,698	\$ 1,414,885	\$ 1,516,877	\$ 1,700,236	\$ 1,886,064	\$ 2,034,626	\$ 2,163,093	\$ 2,257,244	
FY 2025/26 Draft Budget	\$ 129,926	\$ 247,549	\$ 342,223	\$ 298,130	\$ 210,513	\$ 113,976	\$ 96,734	\$ 173,048	\$ 176,436	\$ 141,134	\$ 122,462	\$ 92,135	\$ 2,144,266
Running	\$ 129,926	\$ 377,475	\$ 719,697	\$ 1,017,827	\$ 1,228,340	\$ 1,342,317	\$ 1,439,051	\$ 1,612,099	\$ 1,788,535	\$ 1,929,670	\$ 2,052,131	\$ 2,144,266	\$ 2,144,266
Variance \$s	\$ (6,838)	\$ (12,754)	\$ (15,260)	\$ (19,989)	\$ (10,516)	\$ (7,211)	\$ (5,258)	\$ (10,311)	\$ (9,392)	\$ (7,428)	\$ (6,005)	\$ (2,016)	\$ (112,978)
Variance %	-5.00%	-4.90%	-4.27%	-6.28%	-4.76%	-5.95%	-5.16%	-5.62%	-5.05%	-5.00%	-4.67%	-2.14%	-5.0%
FY 2025/26 Room Revenue	\$3,922,286	\$7,473,177	\$10,331,254	\$9,000,137	\$6,355,114	\$3,440,796	\$2,920,274	\$5,224,098	\$5,326,380	\$4,260,658	\$3,696,960	\$2,781,437	\$64,732,572
FY 2024/25 Actual Room Rev.	\$4,128,722	\$7,866,502	\$10,875,004	\$9,473,828	\$6,689,594	\$3,621,891	\$3,073,973	\$5,499,051	\$5,606,716	\$4,484,903	\$3,891,537	\$2,927,828	\$68,139,549
% Change From Prior Year	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	-5.00%



June 18, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2025/26 Budget Variance Narrative

Background

Staff have prepared the FY 2025/26 annual revenue and expense budget for Board review. Various factors were considered in the development of the proposed budget including consultation with local lodging properties, consulting with RSCVA staff, and current travel trends and consumer sentiment.

Below is a list of line item expenditures that surpassed the threshold of \$5,000 AND 5% variance to prior year.

Line Item	Description	\$	%	Reasoning
R250	Fund Transfer	(112,978)	(5)%	5% decrease to prior year actual
	Salaries/Wages/Benefits	89,261	11%	Full year Community Manager Increased seasonal support Increased health coverage Increased PERS contribution
0410	Office Supplies	(5,448)	(26)%	Prior year equipment purchase
0430	Building Repair	(12,652)	(51)%	Moved Smith Design Group
0451	Legal/Accounting	(27,000)	(43)%	Moved Rowe Law Group
0460	Contract Svs.	7,625	5%	Includes Rowe Law Group Includes Smith Design Group
0473	Dues & Subscription	8,010	(52)%	Prior year dues needs
0611	Misc. Ad Coop	(20,000)	(100)%	No additional Coop Funds
0622	Ad Coop Funding	(79,750)	(13)%	Prior year consumer brand cost
0691	Shuttle Subsidy	(5,779)	(5)%	Decreased Airport Shuttle cost Increased TART Connect
0692	Sustainability	49,530	56%	Longwood Resident Survey EST Snow Removal Sustainability efforts underway

Possible Board Action

Pending Board discussion, staff requests Board to approve FY 2025/26 Annual Revenue and Expense Budget.

Travel North Tahoe Nevada

Budget 2025-26

Ordinary Income/Expense

Income

POS Sales

46000 · Merchandise Sales

R277 · Ticket Sales

Total POS Sales

R250 · Fund Transfers

R252 · Interest Income

R270 · Miscellaneous Revenue

R274 · Grants

Total Income

Cost of Goods Sold

50001 · Cost of Goods Sold Merchandise

50002 · Cost of Goods Sold Tickets

Total COGS

Gross Profit

Expense

0305 · Payroll

0313 · Employers Insurance of Nevada

0314 · State Employer Taxes

0315 · Federal Unemployment

0316 · Public Employees Retirement Sys

0319 · Employer Medicare/Soc Sec

0320 · Health Insurance

Total Salaries, Wages & Benefits

0321 · Employee Training

0401 · Utilities- Electric

0402 · Utilities-Gas & Heat

0403 · Utilities- Water & Refuse

0405 · Bank & Cr Card Charges

0410 · Office Supplies & Expenses

0411 · Maintenance/Janitorial

0411.5 · Maintenance/Snow Removal

0412 · IT - Computers

0420 · Postage & Freight

0421 · Communications

0422 · Printing

0430 · Building Repairs & Insurance

0451 · Legal & Accounting Services

0460 · Contract Services

0461 · Remote Offices

0462 · Equipment Lease & Maint.

0473 · Dues & Subscriptions

0474 · License & Fees

0501 · Travel & Lodging

0504 · Registrations

0505 · Local Transportation/Car

0507 · Meeting Expenses

0601 · Hospitality in Market - Other

0611 · Misc. Advertising Co-op

0622 · Advertising Co-op

0623 · Regional Marketing Programs

0650 · Payroll Expense

0689 · WEB Development

0690 · Sponsorship

0691 · Shuttle Subsidy/Sponsorship

0692 · Sustainability Initiatives

0725 · Uniforms

0730 · Special Promotional Items

800 · Grant Expenditures

51100 · Freight and Shipping Costs

59900 · POS Inventory Adj -Merchandise

0990 Depreciation

Total Expense

Net Ordinary Income

	FY 24-25	FY 25-26	Variance \$	Variance %
	Actual *	Projection	Prior Actual	Prior Actual
	85,723	85,000	-723	-0.8%
	243,633	245,210	1,577	0.6%
	329,356	330,210	854	0.3%
	2,257,244	2,144,266	-112,978	-5.0%
	52,445	48,000	-4,445	-8.5%
	0	0	0	#DIV/0!
	0	0	0	#DIV/0!
	2,639,045	2,522,476	-116,569	-4.4%
			0	
	39,783	42,500	2,717	6.8%
	209,524	215,799	6,276	3.0%
	249,244	258,299	9,055	3.6%
	2,389,801	2,264,177	-125,624	-5.3%
	0			
	565,635	628,659	63,024	11.1%
	992	1,150	158	15.9%
	3,857	4,390	533	13.8%
	487	535	48	9.9%
	160,774	173,876	13,102	8.1%
	12,067	12,425	358	3.0%
	60,546	73,226	12,680	20.9%
	804,358	894,261	89,903	11.2%
	3,478	4,000	522	15.0%
	2,329	2,540	211	9.1%
	1,617	1,745	128	7.9%
	5,262	5,430	168	3.2%
	23,765	21,600	-2,165	-9.1%
	20,448	15,000	-5,448	-26.6%
	8,900	9,600	700	7.9%
	6,655	7,200	545	8.2%
	2,537	2,300	-237	-9.3%
	223	475	253	113.5%
	7,754	7,800	47	0.6%
	993	2,000	1,007	101.4%
	28,502	13,850	-14,652	-51.4%
	65,000	38,000	-27,000	-41.5%
	147,475	155,100	7,625	5.2%
	42,000	42,000	0	0.0%
	1,928	2,050	122	6.3%
	16,818	8,010	-8,808	-52.4%
	104	62	-42	-40.4%
	23,991	24,000	9	0.0%
	2,898	2,850	-48	-1.7%
	827	1,250	423	51.1%
	2,348	5,750	3,402	144.9%
	9,363	12,000	2,637	28.2%
	20,000	0	-20,000	-100.0%
	629,750	550,000	-79,750	-12.7%
	2,752	6,000	3,248	118.0%
	1,749	1,800	51	2.9%
	479	0	-479	-100.0%
	175,197	175,064	-133	-0.1%
	111,169	105,390	-5,779	-5.2%
	88,470	138,000	49,530	56.0%
	2,000	5,000	3,000	150.0%
	2,010	2,000	-10	-0.5%
	0	0	0	#DIV/0!
	449	2,050	1,601	356.9%
	750	0	-750	-100.0%
		0		
	2,264,345	2,264,177	-168	0.0%
	125,456	0	-125,456	-100.0%

May 2025 Financial Summary Report

May Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Under budget due to slow sales in Welcome Center
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Under budget due to lower balance
- R277 Concierge: Under budget due to slower T-Bird sales
- 50001 COGS Concierge: Under budget due to decreased sales

EXPENSES

- 0305 Payroll: Under budget due to less staff
- 0320 Health Insurance: Under budget due to employee becoming ineligible
- 0405 Bank & Cr Card Charges: Under budget due to lower sales
- 0410 Office Supplies: Over budget due to new outdoor benches
- 0430 Building Repairs and Insurance: Over budget due to Smith Design services
- 0451 Legal and Accounting: Under budget due to timing of invoices
- 0460 Contract Services: Over budget due to more Civitas contract
- 0473 Dues and Subscriptions: Over budget due to timing
- 0690 Sponsorship: Over budget due to timing of requests
- 0692 Sustainability Initiatives: Over budget due to timing of requests
- 0730 Promo items: Over budget due to ordering new poop bags

May Year to Date Variance Report

REVENUE

- R250 Fund Transfers: Over budget due to higher TOT collections
- R277 Concierge: Under budget due to lower tour sales in 2024
- 50002 Concierge Expense: Under budget due to lower ticket sales

EXPENSES

- 0305 Payroll: Under budget due to delay in hiring
- 0316 PERS: Over budget due to ineligible employee becoming eligible
- 0320 Health Insurance: Under budget due to employee start date and losing an employee
- 0405 Bank and CC Charges: Over budget due to higher rates
- 0410 Office Supplies: Over budget due to new events and hiring
- 0430 Building Repairs and Insurance: Over budget due to architectural design services
- 0451 Legal and Accounting: Under budget due to budget consolidation in Contract Services
- 0460 Contract Services: Over budget due to lobbyist and Civitas contracts
- 0501 Travel & Lodging: Over budget due to increased travel
- 0601 Hospitality: Over budget due to increased employee team building activities
- 0622 Advertising Co-op: Over budget due to rebranding project
- 0623 Regional Marketing: Under budget due to fewer opportunities
- 0690 Sponsorship: Under budget due to timing of requests
- 0692 Sustainability Initiatives: Under budget due to timing of opportunities
- 0725 Uniforms: Under budget due to delay in ordering
- 0730 Promotional Items: Under budget due to delay in ordering

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	4,691.94	8,500.00	-3,808.06	55.20 %
R250 Fund Transfers	128,467.20	130,803.00	-2,335.80	98.21 %
R252 Interest Income	3,185.20	4,250.00	-1,064.80	74.95 %
R277 Concierge	21,210.00	33,000.00	-11,790.00	64.27 %
Total Income	\$157,554.34	\$176,553.00	\$ -18,998.66	89.24 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	4,041.14	4,250.00	-208.86	95.09 %
50002 Concierge Expense	18,643.00	29,040.00	-10,397.00	64.20 %
Total 50000 Cost of Goods Sold	22,684.14	33,290.00	-10,605.86	68.14 %
Total Cost of Goods Sold	\$22,684.14	\$33,290.00	\$ -10,605.86	68.14 %
GROSS PROFIT	\$134,870.20	\$143,263.00	\$ -8,392.80	94.14 %
Expenses				
0305 Payroll	41,794.28	43,951.00	-2,156.72	95.09 %
0314 State Employer Taxes	292.86	230.00	62.86	127.33 %
0315 Federal Unemployment	20.44	15.00	5.44	136.27 %
0316 Public Employees Retirement Sys	12,734.49	12,462.00	272.49	102.19 %
0319 Employer Medicare/Soc Sec	826.17	940.00	-113.83	87.89 %
0320 Health Insurance	5,062.72	6,168.00	-1,105.28	82.08 %
0400 Utilities				
0401 Utilities- Electric	156.17	225.00	-68.83	69.41 %
0402 Utilities-Gas & Heat	109.71	195.00	-85.29	56.26 %
0403 Utilities- Water & Refuse	433.29	400.00	33.29	108.32 %
Total 0400 Utilities	699.17	820.00	-120.83	85.26 %
0405 Bank & Cr Card Charges	824.17	2,075.00	-1,250.83	39.72 %
0410 Office Supplies & Expenses	3,029.36	1,000.00	2,029.36	302.94 %
0411 Maintenance/Janitorial	912.75	700.00	212.75	130.39 %
0412 IT - Computers	108.74	150.00	-41.26	72.49 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	606.25	650.00	-43.75	93.27 %
0422 Printing Expenses		1,000.00	-1,000.00	
0430 Building Repairs & Insurance	4,473.33	2,500.00	1,973.33	178.93 %
0451 Legal & Accounting Services	2,750.00	4,750.00	-2,000.00	57.89 %
0460 Contract Services	22,410.00	7,420.00	14,990.00	302.02 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0473 Dues & Subscriptions	5,177.93	500.00	4,677.93	1,035.59 %
0474 License & Fees		50.00	-50.00	
0501 Travel & Lodging		500.00	-500.00	
0505 Local Transportation/Car	46.51	0.00	46.51	
0507 Meeting Expenses	327.44	250.00	77.44	130.98 %
0601 Hospitality in Market	41.22	100.00	-58.78	41.22 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0622 Advertising Co-op	45,833.00	45,833.00	0.00	100.00 %
0623 Regional Marketing Programs	97.83	500.00	-402.17	19.57 %
0650 Payroll Expense	770.13	125.00	645.13	616.10 %
0690 Sponsorship	37,662.51	0.00	37,662.51	
0692 Sustainability Initiatives	16,372.30	0.00	16,372.30	
0730 Special Promotional Items	2,009.80	0.00	2,009.80	
51100 Freight and Shipping Costs	6.53	400.00	-393.47	1.63 %
Total Expenses	\$208,389.93	\$136,689.00	\$71,700.93	152.46 %
NET OPERATING INCOME	\$ -73,519.73	\$6,574.00	\$ -80,093.73	-1,118.34 %
Other Expenses				
8001 Co-op Bill Back	629.66		629.66	
Total Other Expenses	\$629.66	\$0.00	\$629.66	0.00%
NET OTHER INCOME	\$ -629.66	\$0.00	\$ -629.66	0.00%
NET INCOME	\$ -74,149.39	\$6,574.00	\$ -80,723.39	-1,127.92 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	74,605.33	74,000.00	605.33	100.82 %
R250 Fund Transfers	2,163,093.70	1,978,458.00	184,635.70	109.33 %
R252 Interest Income	48,054.07	46,750.00	1,304.07	102.79 %
R277 Concierge	198,767.84	218,300.00	-19,532.16	91.05 %
Total Income	\$2,484,520.94	\$2,317,508.00	\$167,012.94	107.21 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	34,509.68	37,000.00	-2,490.32	93.27 %
50002 Concierge Expense	172,047.00	192,104.00	-20,057.00	89.56 %
Total 50000 Cost of Goods Sold	206,556.68	229,104.00	-22,547.32	90.16 %
Total Cost of Goods Sold	\$206,556.68	\$229,104.00	\$ -22,547.32	90.16 %
GROSS PROFIT	\$2,277,964.26	\$2,088,404.00	\$189,560.26	109.08 %
Expenses				
0305 Payroll	516,785.78	535,654.00	-18,868.22	96.48 %
0313 Employers Insurance of Nevada	592.00	0.00	592.00	
0314 State Employer Taxes	2,873.50	2,828.00	45.50	101.61 %
0315 Federal Unemployment	461.08	491.00	-29.92	93.91 %
0316 Public Employees Retirement Sys	148,313.78	135,240.00	13,073.78	109.67 %
0319 Employer Medicare/Soc Sec	11,127.16	10,933.00	194.16	101.78 %
0320 Health Insurance	54,377.71	65,040.00	-10,662.29	83.61 %
0321 Employee Training	2,244.41	5,000.00	-2,755.59	44.89 %
0400 Utilities				
0401 Utilities- Electric	2,129.33	2,750.00	-620.67	77.43 %
0402 Utilities-Gas & Heat	1,525.40	2,190.00	-664.60	69.65 %
0403 Utilities- Water & Refuse	4,862.52	4,625.00	237.52	105.14 %
Total 0400 Utilities	8,517.25	9,565.00	-1,047.75	89.05 %
0405 Bank & Cr Card Charges	21,136.20	14,615.00	6,521.20	144.62 %
0410 Office Supplies & Expenses	19,421.07	12,500.00	6,921.07	155.37 %
0411 Maintenance/Janitorial	8,198.75	7,700.00	498.75	106.48 %
0411.5 Snow Removal	1,655.00	2,500.00	-845.00	66.20 %
Total 0411 Maintenance/Janitorial	9,853.75	10,200.00	-346.25	96.61 %
0412 IT - Computers	2,388.42	3,050.00	-661.58	78.31 %
0420 Postage & Freight	122.06	1,100.00	-977.94	11.10 %
0421 Communications	6,966.25	7,350.00	-383.75	94.78 %
0422 Printing Expenses	993.08	2,500.00	-1,506.92	39.72 %
0430 Building Repairs & Insurance	28,004.51	15,200.00	12,804.51	184.24 %
0451 Legal & Accounting Services	30,250.00	45,250.00	-15,000.00	66.85 %
0460 Contract Services	165,055.00	103,120.00	61,935.00	160.06 %
0461 Remote Offices	38,500.00	38,500.00	0.00	100.00 %
0462 Equipment Lease & Maint.	1,927.41	2,000.00	-72.59	96.37 %
0473 Dues & Subscriptions	16,819.36	14,550.00	2,269.36	115.60 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	104.00	100.00	4.00	104.00 %
0501 Travel & Lodging	22,802.15	19,700.00	3,102.15	115.75 %
0504 Registrations	2,973.00	5,196.00	-2,223.00	57.22 %
0505 Local Transportation/Car	826.95	300.00	526.95	275.65 %
0507 Meeting Expenses	2,696.36	2,900.00	-203.64	92.98 %
0601 Hospitality in Market	11,457.85	6,300.00	5,157.85	181.87 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	583,913.00	504,163.00	79,750.00	115.82 %
0623 Regional Marketing Programs	2,251.11	5,500.00	-3,248.89	40.93 %
0650 Payroll Expense	2,315.38	1,384.00	931.38	167.30 %
0689 WEB Development	479.00		479.00	
0690 Sponsorship	106,696.66	150,500.00	-43,803.34	70.89 %
0691 Shuttle Subsidy/Sponsorship	60,845.00	60,844.00	1.00	100.00 %
0692 Sustainability Initiatives	74,423.49	200,000.00	-125,576.51	37.21 %
0725 Uniforms		5,000.00	-5,000.00	
0730 Special Promotional Items	2,009.80	4,000.00	-1,990.20	50.25 %
51100 Freight and Shipping Costs	448.61	3,050.00	-2,601.39	14.71 %
Total Expenses	\$1,980,972.14	\$2,023,623.00	\$ -42,650.86	97.89 %
NET OPERATING INCOME	\$296,992.12	\$64,781.00	\$232,211.12	458.46 %
Other Expenses				
8001 Co-op Bill Back	-5,711.84		-5,711.84	
Total Other Expenses	\$ -5,711.84	\$0.00	\$ -5,711.84	0.00%
NET OTHER INCOME	\$5,711.84	\$0.00	\$5,711.84	0.00%
NET INCOME	\$302,703.96	\$64,781.00	\$237,922.96	467.27 %



Date: June 18, 2025
 To: Board of Directors
 From: Andy Chapman, President/CEO
 Re: FY 2024/25 Sponsorship Support

Background

At its June meeting, the TNTNV board requested staff to provide an update on TNTNV's Sponsorship and Stewardship financial support for the 2024/25 fiscal year. Staff have categorized the sponsorship support in three categories aligned with your organizational mission: Support a Vibrant Economy (E); Enhanced Community Character (C); and Foster Environmental Stewardship (S). Staff will present for board discussion.

Sponsorship Grant Recipient	Category	Project	Amount
Tahoe Film Fest	E/C	Founding Partner Sponsorship	20000
LT Shakespeare Festival	E	Spotlight Sponsor	5000
Lake Tahoe Summit	S	Business Sponsorship	1000
UC Davis	S	Tahoe Science Center Marketing	5000
Travel Nevada	E	Nevada Governor Tourism Conference	2000
IVCBA	C	Heroes Weekend Sponsorship	5000
IVCBA	C	Northern Lights Sponsorship	5000
Lake Tahoe Snowfest	C	Snowfest Incline Village Sponsorship	2000
Incline Follies	C	Program Ad	1000
Pet Network	C	FurBall Sponsorship	5000
Crystal Bay Club Casino	E/C	Gamblers Run Music Festival	15000
Alibi Ale Works	E/C	Tunes on Taps Free Thursday Music	33000
Nevada Nordic	S	Groomer Fuel Support	5000
Tahoe Area Mountain Bike Ass.	S	Trail Maintaince Support	5000
Tahoe Rim Trail	S	Trail Maintaince Support	5000
One West Tourism Alliance	E	Conference Sponsorship	1800
Thunderbird Lodge	E	Marketing Grant	15000
			\$130,800

Stewardship Grants/Support	Category	Project	Amount
Clean Up The Lake	S/C	Marlette Lake Clean Up Dive	13,000
TNT/TMA	S	Transit Marketing Support	20000
LT Destination Stewardship	S	Executive Director Funding Support	20000
Tahoe Transportation District	S/C	EST Parking Lot Plowing/Porta Potty	6000
Thunderbird Lodge	S	Lodge Tour Shuttle Subsidy	9500
Whereabouts	E/C/S	Strategic Plan Development	3800
IVCBA	C	Snapshot Ad Support	1725
			\$74,025

Shuttle Subsidy/Sponsorship	Category	Project	Amount
TNT/TMA	E/S	Reno Tahoe Airport Shuttle	60843
Placer County	E/C/S	TART Connect Micro Shuttle	20000
			\$ 80,843



June 18, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Officer Appointment

Background

The TNTNV 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:

Bill Watson – Chair
Eric Roe – Vice Chair
Pascal Dupuis – Secretary/Treasurer
Claudia Andersen – At Large Board Member
Darya Shahvaran – At Large 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 2025/25. However, any board member could be appointed to any officer position given individual demand and time availability.

Eric Roe –Chair
Pascal Dupuis – Vice Chair
Claudia Andersen – Secretary/Treasurer
Darya Shahvaran – At Large Board Member
Bill Watson – At Large Board Member

Possible Board Action

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2025/26 fiscal year.

Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Updated July 2024

Positions and Timeline for Board of Directors

2025	June	Annual Election of Officers	Eric Roe – Chair (Term 1: 2027) Pascal Dupuis – Vice Chair (Term 1: 2026) Claudia Anderson – Sec/Trea (Term 2: 2027) Darya Shahvaran – At Large (Term 1: 2027) Bill Watson – Chair (Term 3: 2026)
2024	June	Annual Election of Officers	Bill Watson – Chair (Term 3: 2026) Eric Roe – Vice Chair (Term 1: 2027) Pascal Dupuis – Sec./Treas. (Term 1: 2026) Claudia Anderson – At Large (Term 2: 2027) Darya Shahvaran – At Large (Term 1: 2027)
2024	June	Board Appoints Darya Shahvaran to open board seat.	
2023	November	Board Approves New Officers	Claudia Anderson – Chair (Term 1: 2024) Bill Watson – Vice-Chair (Term 3: 2026) Blane Johnson – Sec./Treas. (Term 3: 2024) Pascal Dupuis – At Large (Term 1: 2026) Eric Roe – At Large (Appointed: 2024)
2023	November	Board Appoints Eric Roe to Replace Tyler Gaffaney	
2023	September	Tyler Gaffaney Resigns from Board.	
2023	June	Annual Election of Officers	Claudia Anderson – Chair (Term 1: 2024) Tyler Gaffaney – Vice-Chair (Term 1: 2024) Bill Watson – Sec/Treas. (Term 3: 2026) Blane Johnson – At Large (Term 3: 2024) Pascal Dupuis – At Large (Term 1: 2026)
2022	June	Annual Election of Officers	Blane Johnson – Chair (Term 3: 2024) Michael Murphy – Vice Chair (Term 2: 2023) Claudia Anderson – Sec/Treas (Term 1: 2024) Tyler Gaffaney – At Large (Term 1: 2024) Bill Watson – At Large (Term 2: 2023)
2021	June	Annual Election of Officers	Bill Watson – Chair (Term 2: 2023) Blane Johnson – Vice Chair (Term 3: 2024) Michael Murphy – Sec/Treas. (Term 2: 2023) Claudia Anderson – At Large (Term 1: 2024) Tyler Gaffaney – At Large (Term 1: 2024)

2021	June	Heather Bacon terms out. Bill Wood retires.	
2020	June	Annual Election of Officers	Michael Murphy– Chair (Term 2: 2023) Bill Watson – Vice Chair (Term 2: 2023) Heather Bacon – Sec/Treas. (Term 3: 2021) Blane Johnson – At Large (Term 2: 2021) Bill Wood – At Large (Term 3: 2022)
2019	June	Annual Election of Officers	Bill Wood – Chair (Term 3: 2022) Michael Murphy– Vice (Term 1: 2020) Bill Watson – Sec/Treas. (Term 1: 2020) Heather Bacon – At Large (Term 3: 2021) Blane Johnson – At Large (Term 2: 2021)
2018	June	Annual Election of Officers	Blane Johnson – Chair (Term 2: 2021) Bill Wood – Vice (Term 2: 2019) Michael Murphy– Sec/Treas. (Term 1: 2020) Bill Watson – At Large (Term 1: 2020) Heather Bacon – At Large (Term 3: 2021)
2018	April	IVCBVB Bylaw Revision	Board approved revise to Bylaws to increase term to max of three 3-year terms.
2018	January	Board appoints Michael Murphy to Replace Robert Purdy	
2017	August	Robert Purdy Resigns from Board	
2017	June	Annual Election of Officers	Heather Bacon – Chair (Term 2: 2018) Blane Johnson – Vice (Term 1: 2018) Bill Wood – Sec. (Term 2: 2019) Robert Purdy– At Large (Term 1: 2020) Bill Watson – At Large (Term 1: 2020)
2017	February	Board Appoints Robert Purdy to Replace Fred Findlen	
2016	Dec	Fred Findlen Resigns	
2015	June	Annual Election of Officers	Bill Wood – Chairman Heather Bacon – Vice Chairman Fred Findlen– Secty/Treasurer Lee Weber Koch – At Large Blane Johnson – At Large
2014	July	Annual Election of Officers	Lee Weber Koch – Chairman Bill Wood – Vice Chairman

			Heather Bacon – Secty/Treasurer Fred Findlen – At Large Bill Watson – At Large
2014	July	Heather Bacon and Fred Findlen volunteer for Finance Committee	
2013	July	Annual Election of Officers	Bill Watson – Chairman Lee Weber Koch – Vice Chairman Bill Wood – Secty/Treasurer Heather Bacon – At Large Fred Findlen – At Large
2013	July	Bill Wood and Heather Bacon volunteer for Finance Committee	
2013	July	Doug Brimm resigns, replaced by Bill Wood, At Large	
2012	July	Annual Election of Officers	Fred Findlen – Chairman Bill Watson – Vice Chairman Lee Weber Koch – Secty/Treasurer Doug Brimm – At Large Heather Bacon - At Large
2012	June	John Mueller resigns, replaced by Heather Bacon, Crystal Bay Designated Seat	
2011	July	Annual Election of Officers	John Muller – Chairman Fred Findlen – Vice Chairman Bill Watson – Secty/Treasurer Lee Weber Koch – At Large Doug Brimm – At Large
2011	July	Bill Wood's term ends, Lee Weber Koch elected: At Large	
2010	September	Fred Findlen replaces Mark Pardue – Secty/Treasurer	
2010	July	Annual Election of Officers	John Muller – Chairman Bill Watson – Vice Chairman Mark Pardue – Secty/Treasurer Bill Wood – At Large Doug Brimm – At Large
2009	July	Annual Election of Officers	Doug Brimm – Chairman John Mueller – Vice Chairman Bill Watson – Secty/Treasurer Mark Pardue – At Large Bill Wood – At Large
2009	July	Catherine Attack term ended Bill Watson elected	
2008	July	Annual Election of Officers	Bill Wood – Chairman Doug Brimm – Vice Chairman John Muller – Secty/Treasurer Catherine Attack – At Large

			Mark Pardue – At Large
2008		Kevin Beaton resigns, replaced by John Muller	
2007	July	Annual Election of Officers	Mark Pardue – Chairman Kevin Beaton – Vice Chairman Doug Brimm – Secty/Treasurer Bill Wood – At Large Catherine Attack – At Large
2006	July	Annual Election of Officers	Catherine Attack, Chairman Mark Pardue – Vice Chairman Kevin Beaton – Secty/Treasurer Bill Wood – At Large Doug Brimm – At Large
2006		Kevin Beaton fills Crystal Bay dedicated seat	
2006	June	Mary Jurkonis' term ends	
		Doug Brimm elected	
		Fred Euler resigns, replaced by Mark Pardue	
		Bill Hanely resigns, replaced by Kevin Beaton	
2005	July	Annual Election of Officers	Mary Jurkonis – Chairman Fred Euler – Vice Chairman Catherin Attack – Secty/Treasurer Bill Wood – At Large Bill Hanley – At Large
2005	June	Bill Wood elected to Board	
2005	March	Chuck Bluth resigns, replaced by Bill Hanley	
2005	February	Pete Sears resigns, replaced by Fred Euler	
2004	January	Jordan Meisner resigns, replaced by Pete Sears	
2003	July	Annual Election of Officers	Venita Yancey – Chairman Chuck Bluth – Vice Chairman Mary Jurkonis – Secty/Treasurer Jordan Meisner – At Large Catherine Attack – At Large
2003	June	David Geddes resigns, replaced by Catherine Attack	
		Joe Bourdeau resigns, replaced by Mary Jurkonis	
2002	July	Annual Election of Officers	Jordan Meisner – Chairman Venita Yancey – Vice Chairman Chuck Bluth – Secty/Treasurer David Geddes – At Large Joe Bourdeau – At Large
2002	June	Venita Yancey agrees to a second term	

2001	July	Annual Election of Officers	David Geddes – Chairman Jordan Meisner – Vice Chairman Venita Yancey – Secty/Treasurer Joe Bourdeau – At Large Chuck Bluth – At Large
2001	June	Bob Aronson resigns, replaced by Chuck Bluth	
2000	October	Greg Saunders resigns, replaced by Jordan Meisner	
2000	June	David Geddes and Joe Bourdeau agree to second term	
1999	July	Annual Election of Officers	Greg Saunders – Chairman Joe Bourdeau – Vice Chairman David Geddes – Secty/Treasurer Bob Aronson – At Large Venita Yancey – At Large
1999	June	Brooks Parsons resigns, replaced by Venita Yancey	
1998	December	Heinz Gartlgruber resigns, replaced by Greg Saunders	
		New Board Positions will be:	Brooks Parsons - Chairman Joe Bourdeau – Vice Chairman David Geddes – Secty/Treasurer Bob Aronson – At Large Greg Saunders – At Large
1998	July	Annual Election of Officers	Heinz Gartlgruber - Chairman Brooks Parson – Vice Chairman Joe Bourdeau – Secty/Treasurer David Geddes – At Large Bob Aronson – At Large
1997	July	Annual Election of Officers	Bob Aronson – Chairman Heinz Gartlgruber – Vice Chairman Joe Bourdeau – Secty/Treasurer Brooks Parsons – At Large David Geddes – At Large
1997	July	Geno Menchetti resigns, replaced by Joe Bourdeau	
		Mike Chamberlain resigns, replaced by David Geddes	
1996	Nov	Steve Pelzer resigns, replaced by Heinz Gartlgruber	
1996	June	Lee Weber's term expired; Brooks Parsons elected to position	
1996	June	Richard Morgan resigns, replaced by Steve Pelzer	
1995	July	Bob Aronson elected to 1 st full term after completion of Chuck's remaining term	
1995	June	Board amends By-Laws to clarify all Board members are for 3 yr terms	
1994	July	Chuck Bluth resigns, replaced by Bob Aronson	
			Lee Weber elected to Treasurer Richard Morgan elected to Vice Chairman
1994	June	Mike Chamberlain and Geno Menchetti agree to serve 2 nd term	
			Geno Menchetti – Chairman

			Lee Weber – Vice Chairman Chuck Bluth – Secty/Treasurer
1993	May	Lee Weber & Chuck Bluth elected to 2 nd term	
1992	September	Mark Stevenson resigns, replaced by Richard Morgan	
			Geno Menchetti elected to Chairman
1992	July	Annual Election of Officers	Mark Stevenson – Chairman Lee Weber – Vice Chairman Chuck Bluth – Treasurer Mike Chamberlain – Secretary
1991	September	Board member draws lots for length of terms:	
		Chuck Bluth, 2 years until July 1993	
		Lee Weber, 2 years until July 1993	
		Mark Stevenson, 3 years until July 1994	
		Mike Chamberlain, 3 years until July 1994	
		Geno Menchetti, 3 years until July 1994	



June 18, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Coop Committee Appointment

Background

The North Lake Tahoe Marketing Cooperative is made up of 4 members each from the Travel North Tahoe Nevada and the North Tahoe Community Alliance. Committee membership from each organization is made up of the Executive Director/CEO, one or two board members and one or two community members for a total of 4 members. Each of the two partners appoints members to the committee. Currently the TNTNV members are Andy Chapman, Eric Roe, Kressa Olguin and Andrew Gauthier.

All current committee members are eligible for reappointment for FY 2025/26.

Possible Board Action

For the TNTNV Board to appoint four candidates as our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for FY 2025/26. The candidates to be considered are Eric Roe, Kressa Olguin, Andrew Gauthier and Andy Chapman.



Date: June 18, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2024/25 CEO Annual Review Process and Timeline

Background

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their July 2025 meeting. The TNTNV Board of Directors has an adopted review process for staff to be utilized again this year. Per the established procedure, the Board of Directors will complete the review documentation, and once completed will be returned to Greg Long, Chief Operating Officer, to be compiled and presented during the July Board meeting.

Below is the proposed scheduled timeline:

Board to receive review documents	June 23 rd
Board returns review document to Greg Long	July 7 th
Greg Long prepares complied responses for board packet	July 11 th
Board conducts CEO Review in public meetings	July 16 th

Board Discussion

The Board will discuss and direct staff on the above timeline proposal.



Departmental Reports



north lake tahoe

May 2025

Meetings & Conventions Report

TURNED DEFINITE

1. Nichino Global - 2025 National Meeting - 6/22/25 - 6/26/25, 190 rooms and 60 people
2. The Offsite Co - Fieldwire 2025 - US retreat - 7/21/25 - 7/23/25, 606 rooms and 200 people
3. Association of Northern California Oncologists - Fellows Retreat 2025 - 9/19/25 - 9/20/25, 80 rooms and 40 people
4. Southern Endodontic Study Group - SESG 2026 Annual Meeting - 6/10/26 - 6/13/26, 325 rooms and 100 people
5. Sunrise Dental Solutions - Sunrise Summit 2026 - 9/20/26 - 9/26/26, 290 rooms and 160 people

NEW MEETINGS & RFPs DISTRIBUTED

1. Leti Travel & Tourism - Grupo california - 10/28/25 - 10/31/25, 48 rooms and 12 people
2. R1 RCM - 2026 Club Trip - 2/11/26 - 2/15/26, 150 rooms and 35 people
3. American Pacific Mortgage - President's Club - 5/27/26 - 5/31/26, 326 rooms and 250 people
4. California Independent Petroleum Association - CIPA 2026 - 6/1/26 - 6/6/26, 312 rooms and 150 people
5. American Bar Association - 2027 - Business Law Section - Consumer Financial Services Committee Winter Meeting - 1/22/27 - 1/26/27, 455 rooms and 150 people
6. American Bar Association - 2027 - Litigation - Joint Regional CLE Program - 1/26/27 - 1/30/27, 325 rooms and 100 people

NEW INQUIRIES

1. Novartis - NOV22562 Renal Leadership Meeting - 8/11/25 - 8/14/25, 12 people and 48 rooms
2. Remodelers Advantage - Mentor 4 - 2/28/26 - 3/4/26, 15 people and 50 rooms
3. Water Sports Industry Association - WSIA Summit 2027 - 2/20/27 - 2/27/27, 160 people and 400 rooms
4. Alpine Investors - Alpine - All Firm Retreat 2026 v2 - 4/13/26 - 4/16/26, 180 people and 547 rooms
5. California Lawyers Association - Robledo: Litigation ExCom October 2025 - 10/10/25 - 10/11/25, 20 people and 40 rooms
6. California Lawyers Association - Robledo: Litigation ExCom June 2026 - 6/26/26 - 6/27/26, 20 people and 40 rooms
7. California County Superintendents - JCCASC Annual 2026 - 5/11/26 - 5/14/26, 375 people and 797 rooms
8. New Home Star - 2025 All American New Home Star Sales Rally - 8/31/25 - 9/4/25, 350 people and 513 rooms
9. Salesforce - Leadership Summit - 9/6/25 - 9/9/25, 36 people and 80 rooms

10. International Association of Defense Council - Annual Meeting 2027 - 7/7/27 - 7/17/27, 500 people and 1822 rooms
11. Fischer & Paykel Healthcare - 2026 National Sales Meeting - 5/3/26 - 5/7/26, 300 people and 1260 rooms
12. Siemens Mobility, Inc. - Communications Team Meeting - 10/1/25 - 10/2/25, 10 people and 20 rooms
13. Sanara MedTech - 2026 SLC - 6/14/26 - 6/18/26, 24 people and 42 rooms
14. Sanofi - US RBD Meeting - 8/11/25 - 8/13/25, 15 people and 45 rooms
15. Jack and Jill of America, Inc. - Far West Regional Family Day - 2/12/26 - 2/15/26, 150 people and 79 rooms
16. Praxis - 2027 Summit - 5/8/27 - 5/13/27, 450 people and 1322 rooms
17. TD SYNEX - Women's Executive Event - April 2026 - 4/20/26 - 4/22/26, 50 people and 103 rooms
18. The Boston Consulting Group, Inc. - West MDP Retreat 2026 - 3/4/26 - 3/7/26, 175 people and 245 rooms

SITE VISITS & SALES CALLS

- Planning site visit for Concrete Reinforcing Steel Institute on June 20th. Itinerary listed [here](#).

CONFERENCE SALES PROJECTS

- Planning Summer Newsletter to launch June 20th
- 50 hour outbound prospecting program with Strategic Database Research

CHICAGO REP EFFORTS

- Destination Reps Spring Event - Speaker Series - May 1
- Association Forum Gala – June 11
- SmithBucklin Annual Meeting – June 23
- MPI Golf Tournament – June 24
- SITE Meeting – June 25th



north lake tahoe

May 2025

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Hosted Jackpot Jamboree FAM through Reno Tahoe Territory May 1-3 (20 agents) from Your Travel Coordinator, Humani Tours and Travel, Travel by Dae Enchanted Travel, Hotelbeds, CCRA, American Express, Western Pleasure Tours, Frontier Airlines, Rocky Mountain Holidays, Monrovia Travel YellowJackets Travel and Chubit Travel.
- Attended Australia/New Zealand ski tradeshow by David McMahon, NLT's rep from Gate 7 at Travel&Co, Ski Travel Specialists, House of Travel, Sno'n'ski, SkiMax, Mogul and Travelplan. David's itinerary is [listed here](#).
- Hosted FAM with Travel Nevada on 5/29 for (8) agents from Canada (Travel Agent Next Door), Germany (CANUSA), UK (Vista Travel), Australia (The Travel Curator and Playford Travel) and Mexico (Mundo Joven).
- Planning Canada FAM June 2-4 resulting from a sales incentive with Air Canada which was run Jan-March. Agents from BCD Travel, Sportscorp Travel and Dream Destinations.
- Planning to support Reno Tahoe Experience (RTX) FAM on June 5th for (30) agents on the East Shore Trail.
- Planning attendance at the California Cup to meet with iTravel, Travel Managers, Air Canada, Alberta Motor Association, TravelZone, CANUSA, United Airlines, United Airlines Japan, United Airlines Korea, KTours, Ro and Co Tours, Golf Bladet, Doets Reizen Travel, Flannagan's Golf Tours, Hotelbeds, Western Leisure Inc, Dnata Travel Group, Allied New World, America4You, WebBeds, AmericanTours International, Glen Travel and North American Travel Service. Visit California reps from Germany, Canada, Korea and Japan.
- Planning attendance at IPW with Travel Nevada and Reno Tahoe. Attend California Caucus for updates for (13) international offices. We will hold (73) [appointments](#), client breakfast for (100) and client event at a White Sox game.
- Planning site visits for Audley Travel from UK 6/25-6/27.
- Planning to support Reno Tahoe Mailpound FAM combined with Travel Nevada Mexico FAM on June 26th for (20) agents on the East Shore Trail.
- Planning to host Cecile Bertin from France through High Sierra Visitor Council 6/27 - 7/2
- Planning Summer focused newsletter for 6/20 deployment.

VISA VUE DATA

Domestic Visitor Data January - April

- 2025 - \$113,536,729
- 2024 - \$112,673,182
- 2023 - \$115,817,384
- Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities' YOY % change:

- SF -3% \$38,212,519
- Sacramento +1% \$10,843,028
- San Jose/Sunnyvale/Santa Clara -1% \$9,848,600
- Reno +7% \$7,804,446
- LA/Long Beach/Anaheim +7% \$5,153,896
- San Diego +7% \$3,004,049
- Santa Rosa -6% \$2,727,666
- New York -2% \$2,043,349
- Santa Cruz -8% \$1,879,029

- Domestic April 2025
 - 2025 - \$18,844,115
 - 2024 - \$19,790,105
 - 2023 - \$24,946,105

International Visitor Data January - April

- 2025 - \$2,033,598
- 2024 - \$2,304,211
- 2023 - \$1,984,704

● April 25' International Visitor Data:

- 2025 - \$309,379
- 2024 - \$395,204
- 2023 - \$391,882

2025 Top 10 countries YTD by spend and YoY % Change

- Canada \$296,719, -25%
- Mexico \$228,594, +9%
- Australia \$225,903, -14%
- China \$170,463, -5%
- UK \$160,312, +3%
- Brazil \$116,320, +35%
- New Zealand \$75,349, -4%
- France \$62,465, -24%
- Germany \$46,481, -22%
- Peru \$44,741, +17%



north lake tahoe
it's human nature

MAY 2025

In May, North Lake Tahoe's paid media switched to a summer focus. Website engagement was led by interest in sustainable travel and summer activities, with Organic Search and Paid Social as top channels. Content, public relations and social media efforts also performed well, with standout blog traffic, 29 media placements highlighting outdoor recreation and social growth driven by the successful #OneMoreDay video campaign.

WEBSITE PERFORMANCE

102.7K

(-72.5%)

Sessions

78%

(+4%)

Site Health

84.6%

(-8.9%)

Engagement Rate

CA

Top State

Sustainable Travel

Top Landing Page at 23K sessions

Summer Activities

Popular Targeted Content

Organic Search

Top Channel

Rank x

For "Lake Tahoe," 1.2K clicks

CONSUMER PAID MEDIA CAMPAIGN

670.6K

Impressions
(Reduced tactics)

1.3K

High and Average
Intent Conversions

2.4% CTR

Paid Search had the
highest CTR at 6.6%

MCC PAID MEDIA CAMPAIGN

195.1K

Impressions
(-54.5% MoM)

331

High and Average
Intent Conversions

1.8% CTR

Instagram had the
highest CTR at 6.3%

WEBSITE

Visitors decreased largely due to paid media efforts winding down at the end of the spring campaign flight. Despite this, average engagement time per session rose, with California cities driving high engagement. Organic Search brought in the longest sessions and Paid Social delivered the highest user volume. Cross-network paid campaigns showed strong engagement and repeat visits.

PUBLIC RELATIONS

29

Secured Clips

662.6M

Unique Visitors
Monthly

\$6.1M

Article Value
Estimate

SOCIAL MEDIA

86.4K

Audience

204.5K

Impressions

127.2K

Video Views

BLOGS

(Performance for 2 updated blogs since time of posting)

1,784

Pageviews

1:32

Avg. Engagement
Time

Topics:

What to Wear; 2025
Summer Events

7.3K

Engagements

6.6% ER

(Industry Avg. 0.09%)

Top posts included lake views, waterfalls and
the #OneMoreDay campaign videos.

UPCOMING

- Continued updates to itineraries and Wedding sections
- Working through listing audit fixes
- Launching new listing design
- Continued One More Day promotion

NEWSLETTER

27.8% OR

(Ind. Avg. 19.4%)

1.2% CTR

(Industry Avg. 1.6%)

Content focused on start of summer messaging, blogs including the updated Summer Events Guide blog and closing with Make a Clear Difference messaging.

CA NOW STORY

77.9%

Story Interaction Rate

The top-performing story was "Top 4 Waterfalls in Lake Tahoe" and "Lake Tahoe Water Health and Facts," both from 2024.



north lake tahoe
it's human nature

Coming Up

Campaign	Jul 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Seasonal	Summer		Fall			Winter			Spring			
MCC	Meetings, Conferences & Conventions – new creative pushed live in October											
Stewardship						Winter						Summer



July 2024

Summer Activities/Live Music
4th of July
Blog: State Parks

January 2025

Snow Activities/Backcountry Safety
Dry January
Blog: Boutique Hotels

August 2024

Fire Season
Labor Day
Blog: Sand Harbor Guide

February 2025

Snow Activities
Valentine's Day
Blog: Gaming



September 2024

Fire Season
Oktoberfests
Blog: Lake Water Health & Facts



March 2025

Spring Activities
One More Day Series
Blog: Boating (revise)
Eco-friendly Stays

October 2024

Fall Foliage
True Tahoe Video Series
Blog: Holiday Activities (revise)
Fall Foliage Guide

April 2025

Earth Day/Spring Break
Kickoff to Summer
Launch In-Market Stewardship Campaign
Blog: What to Wear

November 2024

Ski Resorts Open
Thanksgiving
Blog: New Year's Activities (revise)
Ski Guide

May 2025

Memorial Day
Launch Summer Campaign
Blog: Camping



December 2024

Snow Activities
Holidays
Blog: Where to Go For Snow Activities (revise)
Sustainable Superbloom



June 2025

Summer Activities
Blog: 4th of July (revise)
Jet-skiing

MAY 2025 PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

PUBLIC RELATIONS



OVERVIEW

In May 2025, The Abby Agency and Travel North Tahoe Nevada (TNTNV) continued raising awareness of TNTNV's initiatives in the North Tahoe community and supporting the organizations efforts at the state legislature.

The Abby Agency secured coverage opportunities for TNTNV to discuss SB 420 in North Tahoe print and regional broadcast publications.

TAA also placed an op-ed in the RGJ focusing on SB 420, as well as drafted talking points for Paul Dupuis for his RSCVA board nomination, keeping Incline Village voices in the greater tourism industry.



MONTHLY NUMBERS AT A GLANCE

4

MEDIA PLACEMENTS

4

REGIONAL PLACEMENTS

779K

Total Estimated Coverage
Views, YTD

Click [here](#) for the full coverage book.



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MAY MEDIA PLACEMENTS

Tahoe Quarterly

PLACEMENT DATE: May 2, 2025

Outlet: Tahoe Quarterly

Story Title: 25 of the Best Things to Happen to Tahoe - Tahoe Quarterly

Est. Coverage Views: 408

Domain Authority: 46

Key Messages: Destination Stewardship Council

Featured: Andy Chapman



25 OF THE BEST THINGS TO HAPPEN TO TAHOE

TahoeDailyTribune.com
 Home | Archives | Employment | News & Events | Sports | Opinions | Community | Magazine | Regional | Business | Classifieds | Advertise | Contact Us | Subscription | Privacy Policy | Terms of Use | Staff Directory







Post a line 20 hours per week
 One-ther. It's problems and the
 digital content studio for Lake
 Erie Pulse. The Digital
 Pulse network.

AST TAHOE, Nev. Transportation challenges, litter and over impacts are lake-side

2020 © 17-18, 19, 2020
 Kaitlyn Walsh
 kaitlyn@asttahoenewspaper.com

Digital Engagement Editor and
 Content Manager
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ANSWER: The establishment of a BID would result in an extra 5-10 cents on your \$80 ticket on the day of the game. However, that percentage would then go towards community needs as determined by local businesses.

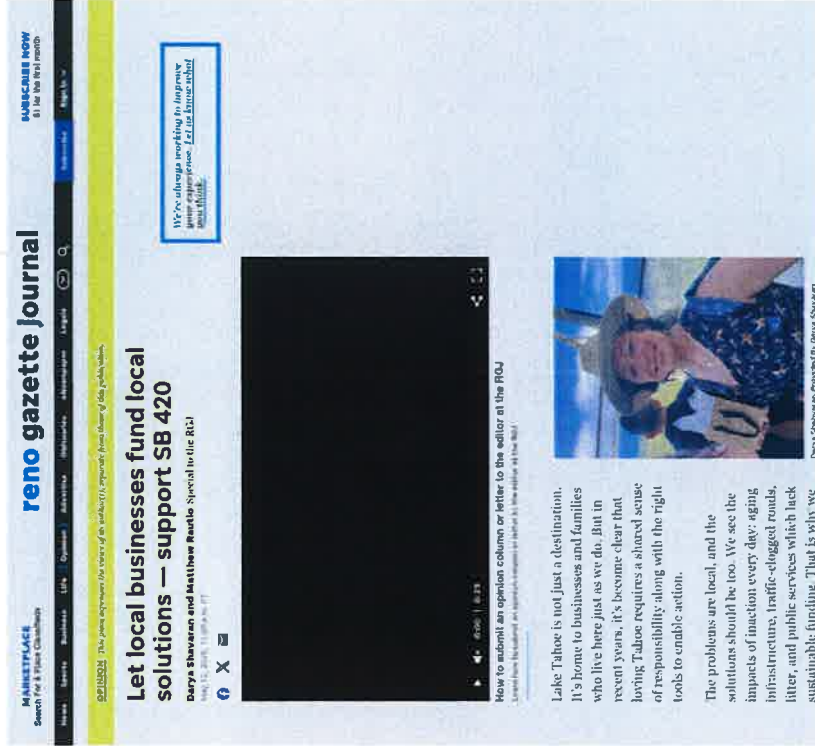
It's really taking local control over issues and opportunities that are in front of us," Andy Chapman says, president and CEO of Travel North Tahoe Nevada, a proponent of the bill and the destination management organization for the Washoe County portion of Lake Tahoe.

As a result, many of the community alliances have had for decades now, and something that the California/Water County area of Lake Tahoe utilized in 2021 with the formation of the North Lake Tahoe Tourism Business Improvement District (North Tahoe Community Alliance oversees). That district generates about \$6 million each year from

As the seminar bill makes its way through the Nevada legislature, it has garnered the support from numerous businesses, including Hyatt Regency, Alibi Mac Wines, Bowl Machine, Glasses Wine Bar and Incline Property Management. Residents have also submitted letters of support.

Featured: Andy Chapman

MAY MEDIA PLACEMENTS



Reno Gazette-Journal

PLACEMENT DATE: May 12, 2025

Outlet: Reno Gazette-Journal

Story Title: [Let local businesses fund local solutions — support SB 420](#)

Est. Coverage Views: 4,870

Print Distribution: 5,710

Domain Authority: 75

Key Messages: SB 420

Featured: Darya Shavaran, Matthew Rautio

PUBLIC AFFAIRS



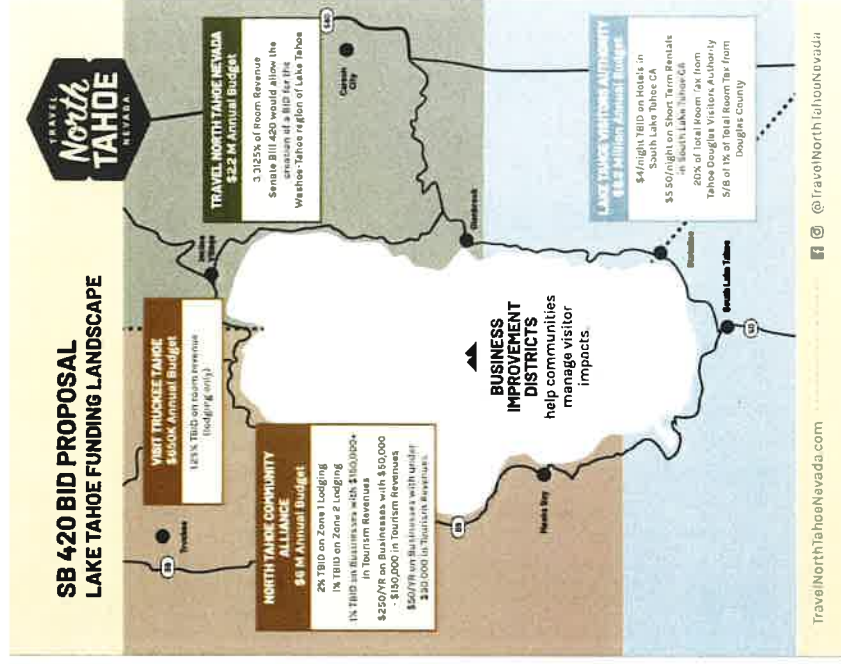
PUBLIC AFFAIRS SUPPORT

Public Affairs

In May, The Abby Agency worked with TNTNV and The Rowe Law Group to produce materials to support Senate Bill 420 as it advanced through the legislative process, including:

- Placing an Op-Ed supporting SB 420 in the Reno Gazette-Journal.
- Secured media opportunities with Tahoe and Nevada regional publications.

TAA also drafted talking points for Paul Dupuis as he worked to be a part of the RSCVA Board representing the Incline Village region.



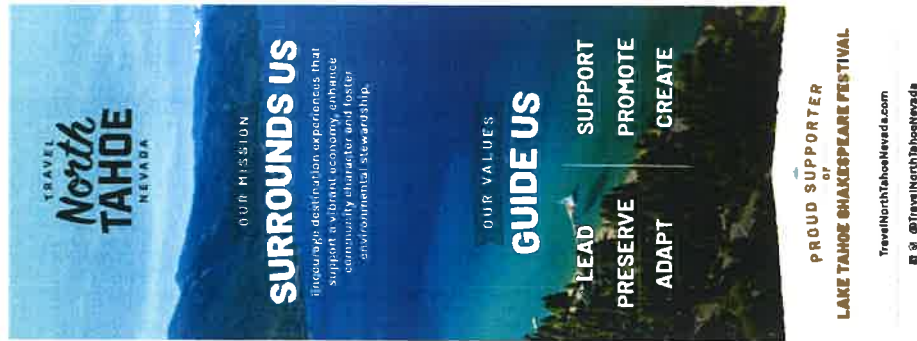
CREATIVE

Community Event Sponsorship Ads

Creative Design

In May 2025, The Abbi Agency created advertisements for the Lake Tahoe Shakespeare Festival and the Fur Ball Gala.

The advertisement included creative design highlighting pillars of the Strategic Plan.



CONTENT



NEWSLETTER PERFORMANCE

[May Newsletter](#)

At the end of May, TNTNV finalized an email to its database, focusing on a variety of topics including TNTNV and Incline Village sustainability initiatives, as well as North Lake Tahoe events.

RECIPIENT ENGAGEMENT

Date Range: May 2025

Email performance

May 23, 2025 - June 10, 2025 • **Excludes** Apple MPP

📧 Open rate	📧 Click rate	📧 Bounce rate
19.9% 30 opened	4.6% 7 clicked	9.6% 16 bounced
📧 Unsubscribe rate		
0% 0 unsubscribed		

Additional email details

Deliveries	151 (90.4%)	Clicks per unique opens	23.3%
Total opens	59	Total clicks	25
Last opened	Jun 06, 2025 2:02 am	Last clicked	May 27, 2025 1:42 pm
Forwarded	0	Abuse reports	0



Boosting Quality of Life in Tahoe at the Nevada State Legislature

TNTNV and dozens of North Shore-based businesses are advocating for [Senate Bill 420](#), which would create enabling language in state statute to allow North Lake Tahoe businesses to create a Business Improvement District (BID). If created, a BID can invest in programs, projects and services to achieve economic health, community vitality, and environmental sustainability for the entire community.

That means more dollars directed toward reliable transit options to decrease road congestion, ease parking pressure, address fire evacuation concerns and decrease pollution. Through the creation of a District Management Plan, we'll have a chance to invest not just in more transportation options but also visitor impact mitigation, downtown beautification and economic vitality efforts - all through local control.

[Learn More About SB420](#)

THANK YOU

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Objective #1: Amplify Our Message

- Promotion of TNTNV stewardship brand video at local events such as new Community Movie Night at Tunnel Creek
- Continuation of Talkin' Tahoe Speaker series – 2nd iteration was The Birds of Lake Tahoe. Attendance has stayed steady at over 50 people at each event.
- Helping Bart with FAM tour at the end of June

Objective #2: Maximize Brand Lift

- Attended UNR-Tahoe's Earth Day community event
- Worked with Kim to attend the community Spring Clean Block Party put on by Incline Village Library and other organizations in the community
 - Worked with Wildwood Openlands Foundation to assist Incline Village Library's marketing of the event
- Have put together a list of TNTNV impacts in the local community that I plan to share with the board as well as many visitors/residents at various tabling events this summer
- Attended and graduated the Washoe Tahoe Academy focused on community leadership and was a great opportunity to meet others in our area trying to make a difference
- Working with Alibi to maximize Tunes on Tap experience
 - Working with local artists, businesses, and orgs. to set up tables at ToT

Objective #3: Invest In Stewardship

- Continue efforts to develop sustainable funding sources for transportation and visitor impacts projects.

Objective #4: Leverage Partnerships

- Actively attending Destination Stewardship Communications and Action Team meetings
- Have introduced several community members into The Destination Stewardship Action Subcommittee, including member from TFS and Mt. Rose Ski Area
- Met with Robert from Tahoe Filmfest, going to give me more responsibility in fostering community relationships for this year's Filmfest
 - Also working with Outdoor Inc. and Warren Miller Entertainment to get a screening in Incline Village
- Have attended multiple after work mixers hosted by TERC, IVCBA, TAMBA, MAP, and North Tahoe Chamber to network, get my name out there, and spread TNTNV's good word
- Met with TFS, SOS Outreach, and Boys and Girl's Club of North Tahoe to discuss youth stewardship programs. One of which being the Thunderbird Yacht Art Contest
- Attended Pet Network's Tails & Tapas fundraising event with TNTNV team
- Worked with Tahoe Gifting and Tunnel Creek to establish Tahoe Twilight Theatre for monthly community movie nights
- Met with Destination Preservation Project founder to unify and improve greater Lake Tahoe's messaging thru the Destination Stewardship Council
 - Met with Nettie Pardue and others to bring new technology to the forefront

Objective #5: Fine Tune Operations

- Actively monitoring and recording progress over course of summer
- Assistance in operating TNTNV's Family Fun for Everyone event featuring local authors

Travel North Tahoe Nevada
Greg Long
COO Monthly Report
June 18th, 2025

Objective #1: Amplify Our Message

- Attended Talkin Tahoe Event at High school
- Coordinate new 10x10 event popup
- Help create local business brochure with IVCBA

Objective #2: Maximize Brand Lift

- Helped with 2025-26 North Lake Tahoe Visitor Guide
- Create ad for Live. Work. Play.

Objective #3: Invest In Stewardship

- Securing East Shore Trail ambassador staff and materials
- Secured a reorder of our branded Poop Bags
- Communicate to visitors our stewardship principals at Welcome Center

Objective #4: Leverage Partnerships

- Attended Reno Tahoe Territory Meeting
- Attended RTT Executive Committee Meeting
- Attended RSCVA Board Meetings
- Attend weekly Co-op Marketing meetings
- Continue treasurer duties for RTT
- Member of Co-op rebranding committee

Objective #5: Fine Tune Operations

- Hosted Children's event at Welcome Center
- Lead Activity Tickets implementation
- Hiring Visitor Service Staff for summer
- Developing new visitor focused collateral
- Work on new community business map
- Work with architect on building remodel
- Prepare staffing for Summer
- Inventory management
- Property maintenance

Objective #1: Amplify Our Message

- Continued effort with Tahoe Film Fest as Founding Partner for 2025.
- Supporting Crystal Bay Club Casino on year three sponsorship of Gamblers Run Music Festival.
- Sponsored/Attended Pet Network Fur Ball Event.

Objective #2: Maximize Brand Lift

- Supporting passage of SB 420 for Business Improvement District enabling language.
- Conducted interview with Tahoe Daily Tribune journalist on SB 420 opportunities.
- Continued participation and development of new NLT consumer brand positioning project.
- Hosted with regional partners the Park City Leadership tour.
- Planning efforts on CalTravel Summit event hosted in North Lake Tahoe in October.

Objective #3: Invest In Stewardship

- Finalizing BID feasibility study with Civitas Advisors .
- Held Food and Beverage Business Roundtables discussion on BID opportunities.
- Attended Lake Tahoe Destination Stewardship Council meeting and participate in council's executive committee.
- Contracting with Longwood International on Residential Sentiment Survey.

Objective #4: Leverage Partnerships

- Attended North Lake Tahoe Coop Board meeting.
- Attended TNT/TMA Board meeting.
- Attended TTD Board meeting.
- Attended RASC Board meeting.
- Attended One West Tourism Alliance Board meeting.

Objective #5: Fine Tune Operations

- Development of interior remodel project planning.
- Finalized FY 2025/26 revenue and expense budgets.