



## AGENDA

**Board Meeting**  
**Travel North Tahoe Nevada**  
**Wednesday, September 17<sup>th</sup>, 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 September 17<sup>th</sup>, 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**

- |   |                         |
|---|-------------------------|
| <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 the public to comment on any matter whether or not if it is included on this agenda.  | <b>Chair</b>            |
| <b>III. Approval of Agenda (For Possible Action)</b>  | <b>Chair</b>            |
| <b>IV. Approval of July 2025 Board Meeting Minutes (For Possible Action)</b>  | <b>Chair</b>            |
| <b>V. Consumer Rebrand Review (30 min)</b>  | <b>62 Above/Chapman</b> |
| <b>VI. Review of August 2025 Financial Statements (10 min)</b><br>(For Possible Action)   | <b>Long</b>             |
| <b>VII. Room Tax Collection Review and Possible Budget Alignment (20 min)</b>   | <b>Chapman/Long</b>     |
| <b>VIII. Designing a Future-Ready Executive Compensation Policy (30 min)</b>  | <b>Board Discussion</b> |
| <b>IX. Leisure Sales Update (10 min)</b>  | <b>Peterson</b>         |
| <b>X. Community Engagement and Advocacy Update (10 min)</b>   | <b>Beiro</b>            |
| <b>XI. Old Business</b>   | <b>Chair</b>            |
| <b>XII. New Business</b> <ul style="list-style-type: none"><li>• Resident Sentiment Survey</li><li>• CalTravel Summit</li><li>• Nevada Governor’s Conference on Tourism</li></ul>   | <b>Chair</b>            |
| <b>XIII. Departmental Reports (Report in Packet)</b> <ul style="list-style-type: none"><li>a) Monthly Dashboard</li><li>b) Conference Sales</li><li>c) Leisure Sales</li><li>d) Consumer Advertising</li><li>e) Social/Content</li><li>f) Public Relations</li><li>g) Community Engagement Report</li><li>h) COO Report</li><li>i) CEO Report</li></ul> | <b>Chair</b>            |
| <b>XIV. Director Comments</b>   | <b>Chair</b>            |
| <b>XV. 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>XVI. Adjournment – (For Possible Action)</b>   |                         |



**July 2025 Board Meeting Minutes  
Travel North Tahoe Nevada  
Wednesday, July 16, 2025, 3:00pm**

**I. Call to Order/Roll Call**

**Eric Roe**

The Travel North Tahoe Nevada Board Meeting was called to order at 3:00 by Chair Eric Roe. Roll call was taken. The following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, Pascal Dupuis, and Eric Roe. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Bart Peterson, Director of Sales, Mike Beiro, Community Engagement & Advocacy Manager, and Kim Warren, Executive Assistant. Legal representation from Reese Ring Velto. *Bill Watson joined meeting during Item IV.*

**II. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Eric Roe**

**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**

**Eric Roe**

Motion to approve the July 16, 2025 agenda by Claudia Andersen. Second by Pascal Dupuis. Approved.

**IV. Approval of June 2025 Board Meeting Minutes**

**Eric Roe**

Motion to approve the May 2025 Board Meeting Minutes by Claudia Andersen with one edit noting Pascal Dupuis as Vice Chair. Second by Darya Shahvaran. Approved.

**V. Board Chair 2025/26 Welcome and Platform**

**Eric Roe**

Chair Eric Roe thanked CEO Andy Chapman and team for continued commitment (especially on TNTNV's Strategic Plan) and laying groundwork for the future. Roe highlighted amplifying brand, creating guidelines, and SB420 efforts. Chapman and COO Greg Long shared their appreciation for the Board and Eric Roe serving as Chair.

**VI. July 4<sup>th</sup> Firework Barge Incident Update**

**Andy Chapman**

CEO Andy Chapman reported the barge holding the fireworks had issues and there is an investigation regarding the July 4<sup>th</sup> incident. To summarize, the barges were taking on water, and the bilge pumps were not keeping up.

The barge used for the 2025 fireworks was not one TNTNV sold to Red, White, Tahoe Blue II. Chapman's understanding was that the barges previously owned by TNTNV did not provide enough space for Red, White, and Tahoe Blue II's needs. Chapman reviewed the history of the barges that TNTNV purchased, owned, and then sold (for \$1, noted by COO Greg Long).

*[Bill Watson joined meeting.]*

Claudia Andersen commented if Red, White, and Tahoe Blue II wants to sell the barges they purchased from TNTNV, we encourage them to have them inspected. It should also be highlighted that the barges were intended to be kept for community use.

Greg Long noted that, currently, there are 60+ missing shells. Chapman shared, according to IVGID's water testing, effects on the lake's water are non-detectible. Chapman reached out to the Executive Director of TRPA to ask about their role and position in this. Chapman noted TNTNV reacted quickly and had public relations teams ready.

**VII. Review of June 2025 Financial Statements**

**Greg Long**

COO Greg Long highlighted specific month end variances in both revenue and expense categories. He reported on May Year-to-Date variances to note any budget items over or under by \$3000. Long highlighted April's TOT funds were under budget, dropping to \$94,000. Sponsorship and Sustainability payments will be more accurate when all becomes final in September. Other points noted Coop rebranding payment and expenses for lobbyist and TBID efforts. Full report is in packet.

During discussion Pascal Dupuis noted merchandise sales. He also requested a copy of the approved budget; Chapman will share. Chapman highlighted increase in gross revenue and underspending on expenses and asked for board acceptance prior to submitting to the CPA.

Move to accept preliminary June 2025 Preliminary Financial Statements by Bill Watson. Second by Darya Shahyaran. Accepted.

**VIII. CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments  
Roe/Board Members**

CEO Chapman noted items in the packet (self-review, goals with results and indicators, score card). He highlighted efforts on Strategic Plan, identifying focus, partnerships with community, plan and efforts around SB420, and funding area needs. He shared his appreciation for Board and staff support. This is the start of Chapman's 11<sup>th</sup> year.

*CEO Andy Chapman left the room for Board discussion.*

Chair Eric Roe noted the group will be considering a bonus up to 20% and reviewing salary increase. All board members were active participants in the conversation. Board members spoke of Chapman's hard work, networking, motivation, strong skill sets, and being intertwined in the community. Claudia Andersen proposed for the group to discuss bonus first. Members participated in discussion.

Motion for full 20% incentive bonus by Claudia Andersen. Second by Darya Shahvaran. Approved.

The group then discussed the salary adjustment. Last year the salary increase was 5%. Board members noted revenue has decreased. Members shared viewpoint that showing reward by increasing salary can create ongoing obligations. Bonuses give the Board more flexibility. Salary rate affects PERS; bonuses do not. A board member noted being fair with team for increases in pay.

Legal input from Reese Ring Velco was that discussion around any changes to protocol would be added to a meeting agenda for possible action. Long provided comparable salaries for similar size DMO and CEOs. Salary studies show averages of merit increase 4.23%.

The group determined the desire to provide as much of reward as possible while noting the overall budget is lower and the full impact is currently unknown. Claudia Andersen suggested moving the annual review up a month, so discussion is done before the budget is created.

Roe reiterated the discussion point that it is hard to fall into pattern of increasing salary 5% year to year. He recommended to continue with 5% increase this year, then moving forward, to change maximum bonus amount to open opportunities and flexibility.

Motion to approve 5% salary increase by Pascal Dupuis. Second by Claudia Andersen. Approved.

*Andy Chapman returned to the room.*

**IX. Strategic Plan: Year-Two Board Priority Discussion**

**Chapman/Board**

CEO Andy Chapman provided list of discussion points. The group looked at objectives, written plans, and areas of focus. He noted efforts and effectiveness in brand lift. He also spoke of engaging local community groups, sponsorships and partnerships, and resident survey. Chapman would like to add in Coop work, in addition to stewardship investment.

**X. Discussion on FY 2025/26 CEO Performance Goals**

**Board/Staff**

Covered in previous item's discussion. This is an ongoing document.

**XI. Leisure Sales Update**

**Bart Peterson**

Director of Sales Bart Peterson reported on VISA-Vue, increase in domestic travel and decrease in international. Peterson also reported on conferences, trade co-ops, Travel Trade newsletter, and Conference & Leisure suggested schedule. He noted reaching a large audience. Community

Engagement and Advocacy Manager Mike Beiro joined Peterson on a recent FAM.

Andy Chapman highlighted the large amount of work by Peterson. Claudia Andersen noted seeing everything organized in report is very helpful.

## **XII. Community Engagement and Advocacy Update**

**Mike Beiro**

Mike Beiro provided updates on several initiatives, including the distribution of new pamphlets to promote Travel North Tahoe Nevada and raise awareness of what we're doing in the community. The launch of community movie nights at Tunnel Creek Cafe, and the success of a recent Tahoe Speaker Series event featuring Alan Gubanich from the Lahontan Audubon Society were highlighted.

He also discussed plans for upcoming events (FAM tour on the East Shore Trail, meeting with a representative from Outdoor Inc. about potentially premiering a Warren Miller Film at Tahoe Film Fest). Alibi Tunes on Tap is scheduled for a summer kickoff on July 10th. At the upcoming Gambler's Run at the Crystal Bay Club, TNTNV will table at the event focusing on the sustainability initiative through Pop Quiz for Popcorn.

Andy Chapman added to the discussion regarding how to turn interactions to database information, getting a wide residential viewpoint, and the use of a QR code to sign up for TNTNV's newsletter.

Beiro also spoke about continued messaging alignment, action for outreach subcommittee, more collaboration around lake, and aligning with others. Also noted were Take It Slow Tahoe, Rotary involvement, Tahoe Summit on August 6<sup>th</sup>, ramping up with The Abbi Agency, and Tahoe Family Solutions' (TFS) Shabby Chic fundraiser, where Mike will represent TNTNV.

Claudia Andersen will take some pamphlets for Tahoe Community Foundation. Beiro offered to give them to all board members.

## **XIII. Old Business**

**Eric Roe**

At the last RSCVA meeting, Andy Chapman shared that the RSCVA Board spoke of a conversation that happened with their legislative lobbyist. Commissioner Alexis Hill led discussion about RSCVA showing support. Hill noted if Governor calls special session, it would be an opportunity to get SB420 revisited. Board asked to get item pushed to their legislative meeting. TART Connect funding and Hill's request for RSCVA's three-year commitment were also noted.

Chapman will be there at Monday's meeting leaning into the needs of Tahoe and the impacts when organizations promote the destination. Chapman will have conversation about the area's needs, looking at opportunities to address the impacts, and the need for more of the money generated here to stay here.

## **XIV. New Business**

**Eric Roe**

Information on Tunes on Tap and Gamblers Run was shared. Also new branding team had photo shoot with talent and photographers. Really good content was captured (bikers on Flume Trail,

Emerald Bay, Blackwood Canyon) to move the brand forward.

Pascal Dupuis joined Reno-Tahoe Airport Authority Board. He reported on Reno Tahoe International Airport's four-year project.

**XV. Departmental Reports**

**Eric Roe**

- a) Conference Sales
- b) Leisure Sales
- c) Consumer Advertising
- d) Social/Content
- e) Public Relations

All reports included in meeting packet.

**XVI. Director Comments**

**Eric Roe**

None

**XVII. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Eric Roe**

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

None

**XVIII. Adjournment**

**Eric Roe**

Call to adjourn by Eric Roe. Adjourned at 5:05pm.

**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>**

## August 2025 Financial Summary Report

### Aug Month End Variance Report

#### REVENUE

- R250 Fund Transfers: Under budget due to lower TOT collections
- R277 Concierge: Under budget due to timing of T-Bird sales
- 50001 COGS Merchandise: Missing data due to policy change
- 50002 COGS Concierge: Under budget due to timing of T-Bird sales

#### EXPENSES

- 0305 Payroll: Under budget due to timing of bonuses
- 0321 Employee Training: Under budget due to no opportunities
- 0410 Office Supplies: Under budget due to fewer needs
- 0411.5 Snow Removal: Over budget due to deposit paid
- 0460 Contract Services: Under budget due to timing of invoices
- 0473 Dues and Subscriptions: Over budget due to timing
- 0501 Travel and Lodging: Under budget due to timing of travel
- 0504 Registrations: Over budget due to timing
- 0690 Sponsorship: Under budget due to timing of requests
- 0691 Shuttle Subsidy: Over budget due to timing of invoices
- 0692 Sustainability Initiatives: Under budget due to timing of requests

### Aug Year to Date Variance Report

#### REVENUE

- R250 Fund Transfers: Under budget due to lower TOT collections
- R277 Concierge: Over budget due to higher tour sales
- 50001 COGS Merchandise: Missing data due to policy change
- 50002 Concierge Expense: Over budget due to higher ticket sales

#### EXPENSES

- 0305 Payroll: Under budget due to less summer staff
- 0460 Contract Services: Under budget due to timing of invoices
- 0461 Remote Offices: Over budget due to missing payment.
- 0473 Dues and Subscriptions: Over budget due to timing
- 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

# INCLINE VILLAGE CRYSTAL BAY

August 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	13,223.24	14,000.00	-776.76	94.45 %
R250 Fund Transfers	188,604.66	247,549.00	-58,944.34	76.19 %
R252 Interest Income	5,845.92	4,000.00	1,845.92	146.15 %
R277 Concierge	60,751.00	65,000.00	-4,249.00	93.46 %
<b>Total Income</b>	<b>\$268,424.82</b>	<b>\$330,549.00</b>	<b>\$ -62,124.18</b>	<b>81.21 %</b>
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise		7,000.00	-7,000.00	
50002 Concierge Expense	53,720.00	57,200.00	-3,480.00	93.92 %
<b>Total 50000 Cost of Goods Sold</b>	<b>53,720.00</b>	<b>64,200.00</b>	<b>-10,480.00</b>	<b>83.68 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$53,720.00</b>	<b>\$64,200.00</b>	<b>\$ -10,480.00</b>	<b>83.68 %</b>
<b>GROSS PROFIT</b>	<b>\$214,704.82</b>	<b>\$266,349.00</b>	<b>\$ -51,644.18</b>	<b>80.61 %</b>
Expenses				
0305 Payroll	48,467.71	83,602.00	-35,134.29	57.97 %
0314 State Employer Taxes	159.23	150.00	9.23	106.15 %
0315 Federal Unemployment	47.69	35.00	12.69	136.26 %
0316 Public Employees Retirement Sys	13,934.58	14,206.00	-271.42	98.09 %
0319 Employer Medicare/Soc Sec	1,294.89	1,600.00	-305.11	80.93 %
0320 Health Insurance	4,997.56	4,903.00	94.56	101.93 %
0321 Employee Training		1,000.00	-1,000.00	
0400 Utilities				
0401 Utilities- Electric	148.57	190.00	-41.43	78.19 %
0402 Utilities-Gas & Heat	29.38	40.00	-10.62	73.45 %
0403 Utilities- Water & Refuse	537.83	460.00	77.83	116.92 %
<b>Total 0400 Utilities</b>	<b>715.78</b>	<b>690.00</b>	<b>25.78</b>	<b>103.74 %</b>
0405 Bank & Cr Card Charges	2,339.27	1,800.00	539.27	129.96 %
0410 Office Supplies & Expenses	408.92	1,250.00	-841.08	32.71 %
0411 Maintenance/Janitorial	784.25	800.00	-15.75	98.03 %
0411.5 Snow Removal	1,000.00	0.00	1,000.00	
<b>Total 0411 Maintenance/Janitorial</b>	<b>1,784.25</b>	<b>800.00</b>	<b>984.25</b>	<b>223.03 %</b>
0412 IT - Computers	135.22	250.00	-114.78	54.09 %
0420 Postage & Freight	11.00	50.00	-39.00	22.00 %
0421 Communications	608.32	650.00	-41.68	93.59 %
0430 Building Repairs & Insurance	4,480.83	400.00	4,080.83	1,120.21 %
0451 Legal & Accounting Services	2,750.00	2,750.00	0.00	100.00 %
0460 Contract Services	5,250.00	15,300.00	-10,050.00	34.31 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0473 Dues & Subscriptions	1,735.73	550.00	1,185.73	315.59 %
0474 License & Fees	20.00	0.00	20.00	
0501 Travel & Lodging	984.79	2,000.00	-1,015.21	49.24 %
0504 Registrations	1,899.00	250.00	1,649.00	759.60 %

# INCLINE VILLAGE CRYSTAL BAY

August 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0505 Local Transportation/Car	80.57		80.57	
0507 Meeting Expenses	66.86	250.00	-183.14	26.74 %
0601 Hospitality in Market	473.12	1,000.00	-526.88	47.31 %
0622 Advertising Co-op	45,833.00	45,833.00	0.00	100.00 %
0623 Regional Marketing Programs		500.00	-500.00	
0650 Payroll Expense	157.00	150.00	7.00	104.67 %
0690 Sponsorship	600.00	5,000.00	-4,400.00	12.00 %
0691 Shuttle Subsidy/Sponsorship	10,130.00	0.00	10,130.00	
0692 Sustainability Initiatives		11,500.00	-11,500.00	
51100 Freight and Shipping Costs	39.95	250.00	-210.05	15.98 %
<b>Total Expenses</b>	<b>\$152,905.27</b>	<b>\$200,219.00</b>	<b>\$ -47,313.73</b>	<b>76.37 %</b>
<b>NET OPERATING INCOME</b>	<b>\$61,799.55</b>	<b>\$66,130.00</b>	<b>\$ -4,330.45</b>	<b>93.45 %</b>
Other Expenses				
8001 Co-op Bill Back	1,970.19		1,970.19	
Ask My Accountant	5,315.24		5,315.24	
<b>Total Other Expenses</b>	<b>\$7,285.43</b>	<b>\$0.00</b>	<b>\$7,285.43</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$ -7,285.43</b>	<b>\$0.00</b>	<b>\$ -7,285.43</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$54,514.12</b>	<b>\$66,130.00</b>	<b>\$ -11,615.88</b>	<b>82.43 %</b>

# INCLINE VILLAGE CRYSTAL BAY

July - August, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	26,316.96	28,000.00	-1,683.04	93.99 %
R250 Fund Transfers	292,529.79	377,475.00	-84,945.21	77.50 %
R252 Interest Income	5,948.40	8,000.00	-2,051.60	74.36 %
R277 Concierge	128,121.00	125,000.00	3,121.00	102.50 %
<b>Total Income</b>	<b>\$452,916.15</b>	<b>\$538,475.00</b>	<b>\$ -85,558.85</b>	<b>84.11 %</b>
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise		14,000.00	-14,000.00	
50002 Concierge Expense	116,951.50	110,000.00	6,951.50	106.32 %
<b>Total 50000 Cost of Goods Sold</b>	<b>116,951.50</b>	<b>124,000.00</b>	<b>-7,048.50</b>	<b>94.32 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$116,951.50</b>	<b>\$124,000.00</b>	<b>\$ -7,048.50</b>	<b>94.32 %</b>
<b>GROSS PROFIT</b>	<b>\$335,964.65</b>	<b>\$414,475.00</b>	<b>\$ -78,510.35</b>	<b>81.06 %</b>
Expenses				
0305 Payroll	159,667.92	167,869.00	-8,201.08	95.11 %
0313 Employers Insurance of Nevada	538.00	525.00	13.00	102.48 %
0314 State Employer Taxes	466.48	350.00	116.48	133.28 %
0315 Federal Unemployment	98.62	80.00	18.62	123.28 %
0316 Public Employees Retirement Sys	29,330.52	28,872.00	458.52	101.59 %
0319 Employer Medicare/Soc Sec	3,577.46	3,600.00	-22.54	99.37 %
0320 Health Insurance	11,114.90	9,806.00	1,308.90	113.35 %
0321 Employee Training		1,000.00	-1,000.00	
0400 Utilities				
0401 Utilities- Electric	291.10	370.00	-78.90	78.68 %
0402 Utilities-Gas & Heat	65.71	80.00	-14.29	82.14 %
0403 Utilities- Water & Refuse	1,063.24	860.00	203.24	123.63 %
<b>Total 0400 Utilities</b>	<b>1,420.05</b>	<b>1,310.00</b>	<b>110.05</b>	<b>108.40 %</b>
0405 Bank & Cr Card Charges	4,737.75	3,600.00	1,137.75	131.60 %
0410 Office Supplies & Expenses	770.50	2,500.00	-1,729.50	30.82 %
0411 Maintenance/Janitorial	899.75	1,600.00	-700.25	56.23 %
0411.5 Snow Removal	1,000.00	0.00	1,000.00	
<b>Total 0411 Maintenance/Janitorial</b>	<b>1,899.75</b>	<b>1,600.00</b>	<b>299.75</b>	<b>118.73 %</b>
0412 IT - Computers	229.38	500.00	-270.62	45.88 %
0420 Postage & Freight	104.99	100.00	4.99	104.99 %
0421 Communications	1,216.64	1,300.00	-83.36	93.59 %
0422 Printing Expenses	548.43	500.00	48.43	109.69 %
0430 Building Repairs & Insurance	4,479.16	4,650.00	-170.84	96.33 %
0451 Legal & Accounting Services	5,500.00	5,500.00	0.00	100.00 %
0460 Contract Services	17,920.00	28,800.00	-10,880.00	62.22 %
0461 Remote Offices	10,500.00	7,000.00	3,500.00	150.00 %
0462 Equipment Lease & Maint.	212.74	250.00	-37.26	85.10 %
0473 Dues & Subscriptions	4,941.80	1,810.00	3,131.80	273.03 %

# INCLINE VILLAGE CRYSTAL BAY

July - August, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	20.00	12.00	8.00	166.67 %
0501 Travel & Lodging	3,488.12	4,000.00	-511.88	87.20 %
0504 Registrations	2,474.00	500.00	1,974.00	494.80 %
0505 Local Transportation/Car	80.57		80.57	
0507 Meeting Expenses	66.86	500.00	-433.14	13.37 %
0601 Hospitality in Market	614.11	2,000.00	-1,385.89	30.71 %
0622 Advertising Co-op	91,666.00	91,666.00	0.00	100.00 %
0623 Regional Marketing Programs	46.86	1,000.00	-953.14	4.69 %
0650 Payroll Expense	317.50	300.00	17.50	105.83 %
0690 Sponsorship	32,150.00	40,000.00	-7,850.00	80.38 %
0691 Shuttle Subsidy/Sponsorship	10,130.00	10,130.00	0.00	100.00 %
0692 Sustainability Initiatives	42,454.00	55,000.00	-12,546.00	77.19 %
0725 Uniforms		5,000.00	-5,000.00	
0730 Special Promotional Items		2,000.00	-2,000.00	
51100 Freight and Shipping Costs	485.93	650.00	-164.07	74.76 %
<b>Total Expenses</b>	<b>\$443,269.04</b>	<b>\$484,280.00</b>	<b>\$ -41,010.96</b>	<b>91.53 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -107,304.39</b>	<b>\$ -69,805.00</b>	<b>\$ -37,499.39</b>	<b>153.72 %</b>
Other Expenses				
8001 Co-op Bill Back	31,069.46		31,069.46	
Ask My Accountant	15,882.04		15,882.04	
<b>Total Other Expenses</b>	<b>\$46,951.50</b>	<b>\$0.00</b>	<b>\$46,951.50</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$ -46,951.50</b>	<b>\$0.00</b>	<b>\$ -46,951.50</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$ -154,255.89</b>	<b>\$ -69,805.00</b>	<b>\$ -84,450.89</b>	<b>220.98 %</b>



September 17, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Room Tax Collection and Possible Budget Alignment

Background

Staff have reviewed the room tax collection from the first quarter (May – July Collection paid July – September) of the year. These collections represent a variance to budget through July, down 27% from budget (-\$197,522). This represents an approximately 10% decrease in our overall room tax budget of \$2,114,266. While this decrease is primarily in the Hotel collection category, the region is also experiencing softness in the Vacation Rental category during this first quarter of collections as well. This softness can be attributed to the national trend on travel impacts due to the current economic conditions.

Staff have reviewed the approved FY 25/26 budget and are recommending budget cuts to offset the reduction in room tax revenues. Conducting this budget change now as opposed to later in the fiscal year will allow for tighter control of our financial assets as we continue to monitor the situation in future months.

Possible Board Action

Staff will review the proposed cuts with the board for discussion.

Possible Budget Reduction  
9/8/25

0460	Contract Service	Reduce monthly newsletter to 4x	3,600
		Remove June Misc placeholder	<u>5,000</u>
			<b>\$8,600</b>
0510	Travel	Reduce travel expenses	<u>4,400</u>
			<b>\$4,400</b>
0601	Hospitality	Reduce hospitality expenses	<u>2,000</u>
			<b>\$2,000</b>
0690	Sponsorship	Reduce July quarterly placeholder	5,000
		Remove October quarterly placeholder	10,000
		Reduce January quarterly placeholder	5,000
		Reduce April quarterly placeholder	5,000
		Reduce May Tunes on Taps	18,000
		Reduce June Misc. Reserve Funds	<u>17,000</u>
			<b>\$60,000</b>
		<b>(undesignated remaining budget = \$35,950)</b>	
0691	Shuttle Subsidy	Reduce TART Connect support to \$50K	<u>25,000</u>
			<b>\$25,000</b>
0692	Stewardship	Remove October quarterly placeholder	20,000
		Reduce January quarterly placeholder	10,000
		Remove April quarterly placeholder	<u>20,000</u>
			<b>\$50,000</b>
		<b>(undesignated remaining budget = \$22,546)</b>	
		<b>Total savings to budget</b>	<b>\$150,000</b>



September 17, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Designing a Future-Ready Executive Compensation Policy – Board Discussion

#### Background

At its July 2025 meeting, the Board of Directors expressed a desire to initiate a conversation regarding the President/CEO bonus compensation policy. The current bonus compensation policy was approved on July 17<sup>th</sup>, 2019, and has been in place since that time. The discussion centered around the desire for a compensation policy that would provide the board with flexibility during the President/CEO review process based on the current state of the organization.

Additional discussion with board members showed an interest in broadening the discussion beyond just a discussion on bonus compensation to include an over-arching review of the entire executive compensation process. This could include policy positions on CEO salary range, COLA increase, performance merit increases and bonus percentages. It may also benefit the board to engage in a competitor compensation study to facilitate policy development. In addition, matters such as CEO Goals and Objective process review revision and the development of a CEO Severance Policy could be included in future board deliberations.

#### Suggested Discussion Process

Attached to this staff report is a suggested process discussion document to help facilitate the board conversation. The document focuses on 1. Set the Strategic Foundation, 2. Discuss Key Policy Components, 3. Establish a Governance and Review Process, and 4. Final Action and Approval.

It is suggested the board take elements of this discussion and spread it out over the next several board meeting dates to ensure the appropriate time is available for this important policy action.

## 1. Set the Strategic Foundation

- **Review the Guiding Philosophy:** Start with a discussion to re-affirm or redefine the company's compensation philosophy. This is the "why" behind the policy.
  - What are the core objectives? (e.g., attract and retain top talent, align with stakeholder interests, drive long-term value, foster a strong culture).
  - How will this new policy embody flexibility and agility?
  - What are the company's long-term goals and how will compensation support them?
- **Benchmark Against Peers:** Present an analysis of what competitor companies are doing. This is crucial for ensuring the new policy will be competitive.
  - Show data on how other companies are balancing fixed vs. variable pay, and the use of short-term vs. long-term incentives.
  - Look at how competitors are using discretion and flexibility in their policies.

## 2. Discuss Key Policy Components

- **Fixed vs. Variable Pay:**
  - What is the desired mix of base salary, annual bonuses, and performance merit incentives?
  - Discuss the pros and cons of different ratios and how they can be adjusted in response to market changes or company performance.
- **Performance Metrics and Discretion:** Focus on the "pay-for-performance" link, but with flexibility.
  - Identify a mix of financial (e.g., revenue, profit) and non-financial (e.g., organizational goals, talent development, strategic milestones) metrics.
  - Propose specific language in the policy that grants the board discretion to adjust targets or payouts based on unexpected events (e.g., new organization focus, economic downturn).

## 3. Establish a Governance and Review Process

- **Drafting and Review:** Once the principles are agreed upon, the next step is to delegate the drafting of the new policy document. This is typically done by a compensation committee or board executive committee, often with the help of an external compensation consultant.
- **Communication Plan:** Discuss how the new policy will be communicated to executives and other key stakeholders (e.g., shareholders, employees). Transparency is key to building trust and confidence.
- **Timeline for Implementation:** Set a clear timeline for when the new policy will be finalized, approved, and implemented.

## 4. Final Action and Approval

- **Formal Approval:** The board formally votes on and approves the new policy.
- **Documentation:** Ensure all board discussions, decisions, and the rationale for the new policy are thoroughly documented in the meeting minutes. This is critical for legal and governance purposes.
- **Continuous Review:** Schedule a regular review of the policy (e.g., annually) to ensure it remains aligned with the company's strategy, market trends, and regulatory changes.



## Departmental Reports

Sept. 17, 2025

Revenues & Stats				
	July-2025	July-2024	Variance	
Grant Revenues				
Monthly	\$ 229,634	\$ 357,483		-35.8%
YTD	\$ 522,164	\$ 754,550		-30.8%
Total Taxable Revenues	\$ 7,022,574	\$ 10,875,004		-35.4%
	July Actual	July Budget		
Monthly	\$ 229,634	\$ 342,223		-32.9%
YTD	\$ 522,164	\$ 719,697		-27.4%
Occupancy				
Hotel	67.5%	92.6%		-27.1%
Motel	66.3%	58.9%		12.6%
Vacation Rental	41.7%	46.9%		-11.1%
Time Share	41.9%	40.9%		2.4%
Home Owner	n/a			n/a
Total	54.4%	61.8%		-12.1%
Room Rate				
Hotel	\$ 359.24	\$ 540.57		-33.5%
Motel	\$ 305.75	\$ 369.16		-17.2%
Vacation Rental	\$ 461.77	\$ 424.61		8.8%
Time Share	\$ 84.51	\$ 93.64		-9.8%
Home Owner	n/a			n/a
Total	\$ 357.86	\$ 356.99		0.2%
RevPar				
Hotel	\$ 242.56	\$ 500.73		-51.6%
Motel	\$ 202.94	\$ 207.33		-2.1%
Vacation Rental	\$ 192.92	\$ 199.44		-3.3%
Time Share	\$ 35.46	\$ 38.32		-7.5%
Home Owner	n/a			n/a
Total	\$ 186.37	\$ 277.13		-32.7%
Visitor Information Comparative Statistics For Fiscal YTD				
	Aug-2025	Aug-2024	Variance	
Walk In Visitor Count				
Monthly	6696	7877		-15.0%
YTD	12,753	15,471		-17.6%
Merchandise Sales				
Monthly	\$ 13,223	\$ 16,173		-18.2%
YTD	\$ 26,317	\$ 28,107		-6.4%
Concierge & AT Sales				
Monthly	\$ 58,701	\$ 62,295		-5.8%
YTD	\$ 128,121	\$ 120,852		6.0%
Vacation Planners mailed	35	57		-38.6%

Destimetrics Reservations Activity (as of Aug 31, 2025)				
	FY 2025/26	FY 2024/25	Variance	
Current Month Occupancy	59.7%	59.6%		0.17%
Current Month ADR	\$ 396	\$ 468		-15%
Current Month REVPAR	\$ 236	\$ 279		-15%
Next Month Occupancy	39.3%	45.6%		-14%
Next Month ADR	\$ 316	\$ 322		-2%
Next Month REVPAR	\$ 124	\$ 147		-16%
Summer Total Occupancy (proj)	44.9%	48.1%		-7%
Summer Total ADR (proj)	\$ 371	\$ 398		-7%
Summer Total REVPAR (proj)	\$ 167	\$ 191		-13%
Reno Tahoe International Airport				
Total Passengers Served	484,244	479,858		0.9%
Average Load Factor	80.4%	80.5%		-0.1%
Total Number of Departures	2,153	2,119		1.6%
Non-Stop Destinations Served	24	24		0.0%
Departing Seat Capacity	297520	296019		0.5%
Crude Oil Averages (barrel)	\$ 68.39	\$ 76.68		-10.8%
Notes of interest:				

- \*JSX Airlines announced that it will begin non-stop seasonal flights between RNO and Carlsbad (CLD) and RNO to Las Vegas (LAS) June 19. Both these flights will operate four times a week through September 1.
- \*Alaska Airlines announced that it will upgrade its non-stop once daily seasonal service from RNO to San Diego (SAN) to a year-round beginning October 4, 2025. This flight will be upgraded again to a double daily service beginning October 26, 2025.
- \*JetBlue seasonal non-stop service from RNO to New York City (JFK) returned June 12 and continues through September 2.
- \*Delta Air Lines seasonal non-stop service to Minneapolis (MSP) returned June 9 and continues through September 8.
- \*Southwest seasonal non-stop service from RNO to Dallas-Love (DAL) returned June
- \*Southwest seasonal non-stop service from RNO to Chicago-Midway (MDW) returned June 5 and continues through September 29.



## north lake tahoe

July/August 2025

Meetings & Conventions Report

### **TURNED DEFINITE**

1. The Health Law Roundtable - 1/21/26 - 1/24/26, 200 rooms and 55 people
2. State Farm Insurance - WMA Presidents Club - 8/16/26 - 8/19/26, 210 rooms and 160 people
3. Study Groups - 3600 Lake Tahoe - 9/23/25 - 9/24/25, 22 rooms and 11 people
4. Capital Group Companies - Leadership Offsite Sep 2025 - 9/7/25 - 9/9/25, 32 rooms and 16 people
5. Association Defense Council - Northern CA and Nevada - 8/13/26 - 8/15/26, 210 rooms and 100 people

### **NEW MEETINGS & RFPs DISTRIBUTED**

1. Burton Solution Strategies - Fey - Kelly Wedding - 9/3/25 - 9/6/25, 46 rooms and 100 people
2. Veralto - Lake Tahoe; Division 15 Meeting - 9/8/25 - 9/10/25, 45 rooms and 15 people
3. Socure Corporation - Leadership Offsite Oct 2025 - 10/6/25 - 10/8/25, 60 rooms and 20 people
4. loanDepot - 2026 - v2 - Retail Chairman's Elite - 3/2/26 - 3/9/26, 470 rooms and 130 people
5. Aire Serv Heating and Air Conditioning - Dynamic 2026 Sales Champion - 4/15/26 - 4/18/26, 187 rooms and 80 people
6. Oro Dance Competition - 5/21/26 - 5/23/26, 30 rooms and 500 people
7. National Demolition Association - NDA 2026 Summer Quarterly Meeting - 6/3/26 - 6/7/26, 151 rooms and 100 people
8. HPN - 2026 Championship - 6/21/26 - 6/28/26, 625 rooms and 100 people
9. Neighborly - 2026-07 Incentive Trip - 7/7/26 - 7/11/26, 90 rooms and 20 people
10. Texas A&M University - 002VMK - 2026 3Q Board Meeting & Strategic Leadership Retreat - 2026, 7/24/26 - 7/28/26, 240 people and 120 rooms
11. Liberty Mutual - 2026 Life Summer Sales - 8/19/26 - 8/24/26, 461 rooms and 130 people
12. Associated General Contractors of America - AGC 2026 AASHTO-AGC-ARTBA Joint Meeting - 9/12/26 - 9/15/26, 117 rooms and 50 people
13. Southeastern Admiralty Law Institute - SEALI 2026 Fall Business Meeting - 9/23/26 - 9/26/26, 100 rooms and 55 people
14. American Bar Association - 2026-NJC-Tuition Away: Mindfulness for Judges - 9/27/26 - 10/1/26, 115 rooms and 50 people
15. United Aerial Firefighters Association - Annual Conference 2026 - 11/2/26 - 11/5/26, 140 rooms and 300 people
16. American Council of Engineering Companies - ACEC 2027 Winter ExComm - 1/10/27 - 1/13/27, 71 rooms and 40 people

17. Pickle Packers International, Inc. - 2027 Winter Board Meeting - 2/1/27 - 2/3/27, 46 rooms and 35 people
18. Foundation for California Community Colleges - 2027 All Directors CCCSFAAA - 2/28/27 - 3/3/27, 890 rooms and 350 people
19. Thrivent Financial for Lutherans - 2027 Summit Circle - 3/9/27 - 3/15/27, 832 rooms and 400 people
20. Rural Medical Training Collaborative - RMTC Annual Conference - 4/18/27 - 4/22/27, 396 rooms and 250 people
21. Northwest Society of Colon & Rectal Surgeons - Annual Meeting 0727 - 7/12/27 - 7/16/27, 135 rooms and 60 people
22. American Orthopedic Foot & Ankle Society - 2028 AOFAS Winter Meeting - 1/11/28 - 1/16/28, 825 people and 425 rooms

#### **SITE VISITS & SALES CALLS**

- Hosted site visit for Histosonics and Planner Hero 8/26-8/27
- Attended Sacramento Sierra Nevada Meeting Planner International meeting on 8/21
- Planning attendance at Destination California 9/7-9/9
- Planning site visit for Building Plastics, Inc. on 9/22-9/23

#### **CONFERENCE SALES PROJECTS**

- A 50 hour outbound prospecting program with Strategic Database Research has produced (12) prospects and (14) requests for information accounting for 6,415 potential room nights and \$2,099,437 in revenue.

#### **CHICAGO REP EFFORTS**

- Destination Reps Summer Client Event in Chicago on 7/17
- SITE Chicago Event August
- Destination Reps Milwaukee Event 9/11 with (22) meeting planners



## north lake tahoe

July/August 2025

### Leisure Tourism Development Report

#### **KEY MEETINGS & PROJECT WORK**

- Hosted Bi-Annual Sales Strategy meeting on July 8th at evo Tahoe City.
  - In-person attendance:
    - East West Hospitality - Laura Santamaria
    - Granlibakken Tahoe Resort - DJ Ewan
    - Village at Palisades - Marlena Freitas & Brad Barth
    - Hyatt Regency Lake Tahoe - Susan Redding
    - Everline Resort & Spa - Kristy Olk
    - Plumpjack Inn - Rob McCormick
    - evo Tahoe City - Nathan & Chantal
  - Virtual attendance:
    - The Ritz-Carlton, Lake Tahoe - Stephanie Lapsley
    - Mt. Rose - Mike Pierce
    - Alterra - Christy Martinez
    - Vail Resorts - Jim Burke (domestic), Hannah Peterson (Latin America), Brenda Lytle (Australia), Jess Pratt (UK/Europe)
- Hosted site visits for Donna Wolfe with FROSCH on July 14 at Hyatt Regency Lake Tahoe, Everline Resort & Spa, Village at Palisades, The Ritz-Carlton, Lake Tahoe, Gar Woods, Jake's on the Lake and Sunnyside
- Attended Reno Tahoe Territory meeting 8/13 at Crystal Bay Club
- Attended North Lake Tahoe Marketing Co-Op Meeting 8/13
- Attended Visit California Luxury Forum Planning calls
- Hosted FAM from SkiTops August 17-21 with (8) agents from [Ski.com](https://www.ski.com), Sports America and Alpine Adventures. Site visits were conducted at Hyatt Regency Lake Tahoe, East West Hospitality, The Ritz-Carlton, Lake Tahoe, evo Tahoe City, Granlibakken Tahoe Resort, Everline Resort & Spa, Plumpjack Inn, Palisades Tahoe Lodge and Village at Palisades.
- David McMahon of Gate 7 attended Niche is Nice Roadshow in Australia 8/18-8/20
- Hosted American Airlines Vacations Product Manager, Liane Cournayer 8/25-8/26
- On boarded new rep firm in France for High Sierra Visitor Council, Blossom Travel Marketing

#### **VISA VUE DATA**

Domestic Visitor Data January - July

- 2025 - \$220,080,953
- 2024 - \$219,351,537
- 2023 - \$220,186,659
- Top Cities - Visitor Origin:
  - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ,
  - Key spending findings on these cities' YOY % change:

- SF \$64,733,684, -2%
- Sacramento \$24,589,853, -1%
- Reno \$17,392,773, +3%
- San Jose/Sunnyvale/Santa Clara \$16,130,378, -2%
- LA/Long Beach/Anaheim \$10,319,431, +2%
- San Diego \$5,641,520, +5%
- Santa Rosa \$5,221,757, -2%
- Santa Cruz \$3,220,993, -6%
- New York \$3,115,581, +1%

#### International Visitor Data January - July

- 2025 - \$3,284,898
- 2024 - \$3,699,962
- 2023 - \$3,233,335

#### 2025 Top 10 countries YTD by spend and YoY % Change

- Canada \$460,339, -28%
- Australia \$320,013, -12%
- Mexico \$292,814, +15%
- UK \$292,250, 0%
- China \$248,498, -3%
- France \$152,449, -8%
- Germany \$138,230, -12%
- Brazil \$130,562, +28%
- New Zealand \$112,300, -1%
- Switzerland \$70,609, -30%

# ROWE LAW GROUP

Administrative Law & Public Affairs

## **Travel North Tahoe Nevada September Government Affairs Report: Summer 2025**

Prepared by Rowe Law Group: Russell Rowe/Amanda Brazeau

### **Summer Events & Meetings:**

- Tahoe Summit
  - Andy on a Tahoe Summit Panel
- RSCVA Meetings
  - July Board Meeting
  - Legislative Committee
- RLG/TNTNV Planning and Strategy Meetings
  - With The Abbi Agency

### **Education & Advocacy**

- Tahoe Summit Meetings and Introductions
  - Assemblyman Howard Watts
  - Senator Melanie Scheible

### **Legislative Interim and 2027 Session:**

- Agenda monitoring:
  - RSCVA
  - Washoe County Commission
  - IVGID
  - TTD
- Beginning meetings with key stakeholders at RSCVA to start the conversation on “Tahoe Sustainability”
- Legislative Leadership updates
- Early legislative discussions

### **Next Steps:**

- Gathering more stakeholders and support from outside of the Tahoe basin
- Governor's Conference on Tourism: December 9th-10th, Reno.
- Continued Education and Advocacy
- Bill language timeline and strategy for the 2027 legislative session

**Objective #1: Amplify Our Message**

- Promotion of TNTNV stewardship brand video at local events such as new Community Movie Night at Tunnel Creek
- Assistance of new marketing team, 62above, in getting new content of North Shore

**Objective #2: Maximize Brand Lift**

- Established 3<sup>rd</sup> iteration of TNTNV's Talkin' Tahoe speaker series for October 15<sup>th</sup> featuring a presentation from the NWS about winter outlooks and historical data
- Working with Outside inc./Warren Miller to get a movie premiere here in Incline Village
- Working with Alibi to maximize Tunes on Tap experience (season finale this Thursday!)
  - Working with local artists, businesses, and orgs. to set up tables at ToT
- Working with Nevada Division of Outdoor Rec. to collaborate on future projects this fall/winter
- Actively collecting names and emails of community members to boost our database

**Objective #3: Invest In Stewardship**

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

**Objective #4: Leverage Partnerships**

- Attended OneWest Tourism Alliance annual summit in Olympia, WA. Met many others in similar roles/organizations and learned a lot about what other destinations are doing.
- Working closely with UNR-Tahoe to get their students involved in local community. Hosting UNR students at Welcome Center 10/1 to present TNTNV and offer students resources to get involved. Talkin Tahoe is part of sustainability certificate curriculum.
- Actively assisting IVCBA, Pet Network, and other community orgs. with their fall events
- Actively attending Destination Stewardship Communications and Outreach Team meetings
- Have introduced several community members into The Destination Stewardship Action Subcommittee
- Worked with Tahoe Gifting and Tunnel Creek to establish Tahoe Twilight Theatre for monthly community movie nights... season finale Wednesday 9/17
- Working with IVCBA to boost community member database and help distribute our resident sentiment survey.
- Tahoe's messaging thru the Destination Stewardship Council
  - Unifying lake wide messaging efforts through subcommittee meetings and applying them to our community

**Objective #5: Fine Tune Operations**

- Actively monitoring and recording progress with Andy

Travel North Tahoe Nevada

Greg Long

COO Monthly Report

Sept 17<sup>th</sup>, 2025

**Objective #1: Amplify Our Message**

- Complete order of new apparel for staff
- Website coordination

**Objective #2: Maximize Brand Lift**

- Manage social channels
- Create local map and directory with IVCBA partnership

**Objective #3: Invest In Stewardship**

- Supervise East Shore Trail ambassador
- Communicate to visitors our stewardship principals at Welcome Center

**Objective #4: Leverage Partnerships**

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

**Objective #5: Fine Tune Operations**

- Manage Thunderbird ticketing and tours
- Lead Activity Tickets implementation
- Manage Visitor Service Staff
- Developing new visitor focused collateral
- Work with architect on building remodel
- Inventory management
- Property maintenance

**Objective #1: Amplify Our Message**

- TNTNV staff tabled at multiple local events (Gamblers Run, Tunes on Taps, Community Movie Night)
- Revising Organization video with updated imagery to better represent core objectives.

**Objective #2: Maximize Brand Lift**

- Developed and launched the Resident Sentiment Survey on Tourism in conjunction with Longwood's International.
- Sponsored the Lake Tahoe Summit.
- Sponsoring Nevada Governor's Conference on Tourism.
- Sponsoring Lake Tahoe Filmfest.

**Objective #3: Invest In Stewardship**

- Coordinated with TTD on East Shore Express communication.
- Funded year 3 of Lake Tahoe Destination Stewardship Council Executive Director.
- Funded annual marketing of TART public transit operations.

**Objective #4: Leverage Partnerships**

- Directing consumer rebrand effort with NTCA partners.
- Directing consumer launch event via CalTravel Summit (October 6<sup>th</sup>)
- Continued on-boarding of new agency partner 62Above.
- Attended Team Tahoe committee meeting.
- Attended Tahoe Transportation District Board meeting.
- Attended TMA Meeting.
- Met with Rowe Law Group on legislative next steps.
- Met with Abbi Agency on communications outreach.
- Attended CalTravel Summit host committee meetings.
- Attended weekly status call with 62Above.
- Presented BID opportunity to RSCVA Legislative Committee.
- Attended Lake Tahoe Summit.
- Attended One West Tourism Alliance Leadership Summit.
- Attended Mountain Destination Committee meeting.
- Met with Lt. Governor Anthony on Lake Tahoe tourism concerns.
- Attended North Tahoe Marketing Cooperative meeting.
- Attended Washoe County Commission meeting.
- Attended Lake Tahoe Destination Stewardship Council meeting.
- Attended TRPA Governing Board meeting.

**Objective #5: Fine Tune Operations**

- Continued work on building renovation project.
- Conducted detailed expenses review with recommended reductions to budget.
- Began discussion on next Nevada Legislative Session for BID opportunities.