

TRAVEL
North
TAHOE
NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday June 17th, 9am

NOTE: NEW TIME & MEETING LOCATION

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 17th, 9am. The meeting will be held at Tahoe Gifting Co. event space located at 868 Tahoe Blvd Ste 9, 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 2026 Board Meeting Minutes (For Possible Action) | Chair |
| V. Review of May Financial Statements (For Possible Action) (10 min) | CFObd/Long |
| VI. FY 2026/27 Revenue and Expense Budget (20 min)
(For Possible Action) | Chapman/Long |
| VII. Appointment of Evan Roa as New Board Member for 2026-2029 Term
(10 min) (For Possible Action) | Chair/Chapman |
| VIII. FY 2026/27 Board Officer Appointment (For Possible Action) (5 min) | Chair/Chapman |
| IX. FY 2026/27 North Tahoe Marketing Committee Appointment (5 min)
(For Possible Action) | Chapman |
| X. FY 2025/26 Sponsorship Support Review and Discussion (15 min) | Chapman/Long |
| XI. CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments (For Possible Action) (45 min) | Chair/Board Members |
| XII. Sales Department Update (10 min) | Peterson |
| XIII. Recognition of Outgoing Board Member Bill Watson | Chair/Board/Staff |
| XIV. Old Business | Chair |
| XV. New Business | Chair |
| XVI. Departmental Reports (Report in Packet)
a) Conference Sales
b) Leisure Sales
c) Consumer/Social/Public Relations
d) TNTNV Public Relations
e) COO Report
f) 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 2026 Board Meeting Minutes
Travel North Tahoe Nevada
Thursday, May 28, 2026, 3:00pm**

I. Call to Order/Roll Call

Eric Roe

The Travel North Tahoe Nevada Board Meeting was called to order at 3:04 by Chair Eric Roe. 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 and Greg Long, Chief Operating Officer. Others in attendance: Russell Rowe and Amanda Nolting from Rowe Law Group. Legal representation from Reese Ring Velto.

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

CEO Andy Chapman requested a flexible agenda to make sure CFO by Design is present for Review of April Financial Statements (Item V).

Motion to approve the May 28, 2026 flexible agenda by Claudia Andersen. Second by Bill Watson. Approved.

IV. Approval of April 2026 Board Retreat Meeting Minutes

Eric Roe

Motion to approve the April 2026 Board Retreat Meeting Minutes by Claudia Andersen. Second by Bill Watson. Approved.

V. Review of April Financial Statements

Greg Long

Flexible agenda - discussed after Item XI. COO Greg Long lead the reporting and pointed out Cash

Balance is down due to progress billing for construction project and architectural fees. Chapman highlighted added construction expenses that increased spend.

Long shared a summary of revenues and expenses. He noted cleaning up budget items and getting back on track before end of this fiscal year. Chapman said this is not for approval, rather an update.

VI. Nevada 2027 Legislative Session Update

Rowe Law Group

CEO Andy Chapman noted the written report is in the meeting packet. He shared the Rowe Law Group will provide an update on where we have been and what the next several months look like until February 2027 when legislative session starts.

Amanda Nolting from Rowe Law Group presented the TNTNV September Government Affairs Report. She covered meetings with Tahoe and related stakeholders (TRPA Interim Committee [Chapman presented], RSCVA). She reported on efforts to gain support outside the Tahoe Basin, Legislative meetings (Las Vegas and Reno), and others to make sure there is understanding around what we are doing and what is going on in Tahoe. There has been some TNTNV board member attendance. This time, there is a longer time to educate legislators.

Nolting spoke of the Legislative Interim and 2027 Session (first round of bill drafting [working with Chapman and Civitas], sponsor identification, monitoring of weekly agendas) and the next steps (education and advocacy, bill language submission, Tahoe Summit). They meet with Chapman and The Abbi Agency for public relations.

Chapman noted positive conversations he has had with South Shore and the thinking around a different approach this year, addressing concerns around another fee, and connecting on what we ultimately want to do. Chapman spoke of Op-eds and how to raise the voice on the needs while drowning out negativity.

Chapman also reported Washoe County is pursuing a couple BDRs for surcharge on overnight stays. Washoe County is bringing a redistribution of current distributions. TNTNV is supportive of revenue generated in Incline staying in Incline.

VII. FY 2026/27 Fund Transfer Revenue Review

Chapman/Long

CEO Andy Chapman referred to the 2025/26 budget and noted room revenue was projected at \$65,000,000 and was down to \$57,000,000. He shared RSCVA's projected room revenue.

Chapman summarized this is where we were last year and where we think we are going to be next year. He presented two scenarios for a revenue forecast draft; one at 2.5% increase on where we are and one at 1%. He asked for approval of where we want the forecast to go. Next month the final budget will be presented for approval.

Group discussion followed and Pascal Dupuis shared the Hyatt is getting more revenue on groups. The group spoke of hotel resort fees, softer winter, decreased short term rentals, and high inflation rates/gas prices while looking at closely at monthly numbers and room revenue projection. Chapman said travel data reflects the higher luxury, higher spend market is what is most active.

Motion to approve the collections budget as proposed with 2.5% increase by Bill Watson. Second by Second by Pascal Dupuis. Approved.

Report is in meeting packet.

VIII. FY 2026/27 Budget Review and Discussion

Chapman/Long

CEO Andy Chapman highlighted projections against budget of last year. He is looking for input and will bring back for approval in June. Today is a look at projections against budget and next month will have a better look at projection vs. actual numbers.

Chapman noted the revenue side presented uses the 2.5% increase. He highlighted the \$320,000 cut out of the budget last year. He spoke of priorities including community engagement and stewardship.

COO Greg Long reviewed a few things on the revenue side and what will have an effect on financials for next fiscal (constrained on merchandise and ticket sales, interest income down). He also covered some expenses (payroll and employee items) that are down from last year and the shift to contract services (different line item). Long spoke of looking closely at each expense line and number while trying to lower costs wherever possible.

The group looked at specific line items and spoke specifically of contract services increases (Rowe Law Group when in session, Community Engagement, East Shore Ambassador) and a contract's upcoming decrease. They also discussed registration expenses, sponsorship and sustainability initiatives, coop advertising reduction to contribution, activity ticket sales, etc.

Board members inquired about the specifics around what TNTNV supports for sponsorship and sustainability efforts, referred to past reports, and suggested useful reporting.

IX. Discussion and Direction on CEO Annual Review Process and Chair/Board Compensation Policy for FY 2026/27

Eric Roe /Board

CEO Andy Chapman noted this is a proposal of the President/CEO FY 2026/27 Incentive Compensation Program to create more flexibility (especially around bonus) and more accountability on hitting goals and numbers.

Pascal Dupuis covered the objectives of (1) removing opinions from the equation, (2) compensating more if we can, (3) looking at what actions are measurable. This includes a strategy plan that has five objectives with each having a goal or two. Each objective will have a certain percentage assigned, with the total being 30%.

The group reviewed the policy, conceptual process, and concept around clear areas of measurement. Chapman noted the goals to be discussed, and set, in July are for next year's review. He thanked Dupuis for his work on this.

Motion to create a new policy according to this format and percentage by Claudia Andersen. Second by Darya Shahvaran. Approved.

X. FY 2025/26 CEO Review Process and Schedule **Eric Roe**

Eric Roe noted the plan to use the same format as last year. COO Greg Long presented schedule for getting feedback back to him. Group is comfortable with timeline proposed. Chapman will bring compensation piece, compensation study, goals and objectives previously approved, and his self-review. Board members will provide their reviews prior to meeting.

XI. Sales Department Update **Bart Peterson**

CEO Andy Chapman shared Bart Peterson is off site representing the Reno Tahoe Territory for Outside Days. Chapman reported on internal sales meeting and points of discussion. He also reported on current and future events, where we are going next year, and what the priorities are. Full report is in the packet.

Flexible agenda - discussed Item V next (see above).

XII. Old Business **Eric Roe**

COO Greg Long provided a report on the construction process (delays, ADA upgrades). Staff will be back in offices end of June. Gift shop to open by middle of July. Long reported that Thunderbird Lodge tours began and noted how we are serving guests.

Chapman noted efforts to save on cost, push the project, and host a Grand Opening.

XIII. New Business **Eric Roe**

- Chapman shared August 19th is Tahoe Summit at Sand Harbor.
- Long reported on Hwy 28 projects (Chimney Beach parking lot, extension of Tunnel Creek parking lot).

XIV. Departmental Reports **Eric Roe**

- a) Conference Sales
- b) Leisure Sales
- c) Consumer/Social/ Public Relations
- d) TNTNV Public Relations
- e) COO Report
- f) CEO Report

Reports are included in meeting packet.

XV. Director Comments **Eric Roe**

None

XVI. 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

XVII. Adjournment

Eric Roe

Call to adjourn by Eric Roe. 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://travelnorthtahoenevada.com/board>.

Public Postings:

Incline Village Post Office, IVGID Office, Crystal Bay Post Office,

Travel North Tahoe Nevada Welcome Center, Nevada notices <http://www.notice.nv.gov>



Financial Statements

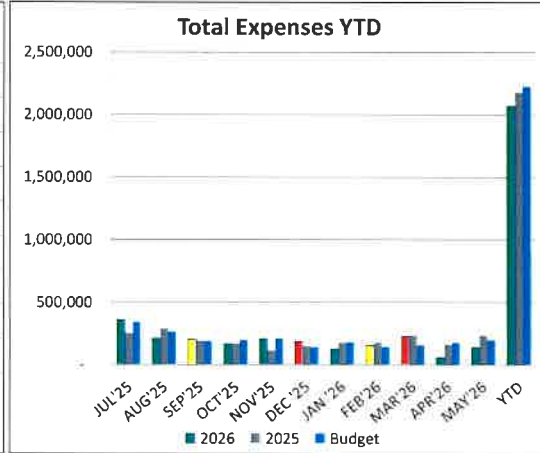
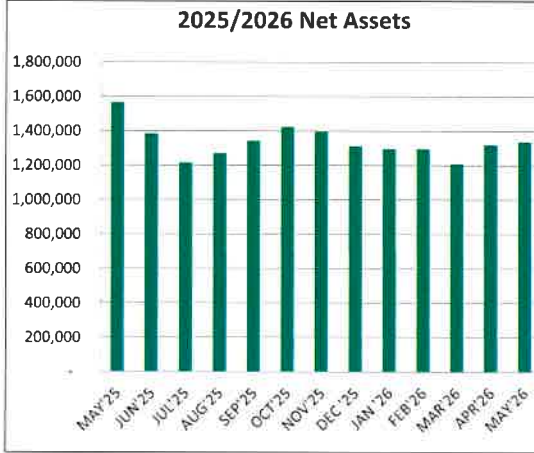
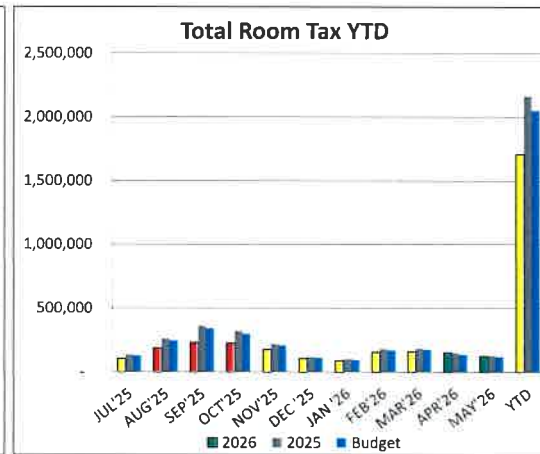
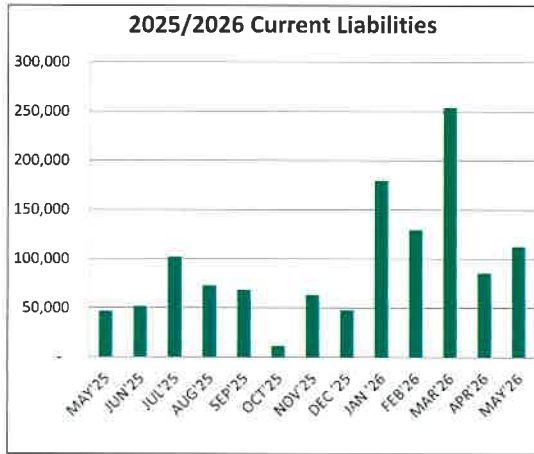
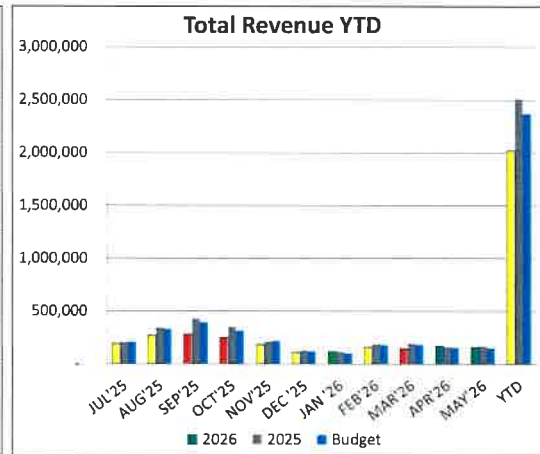
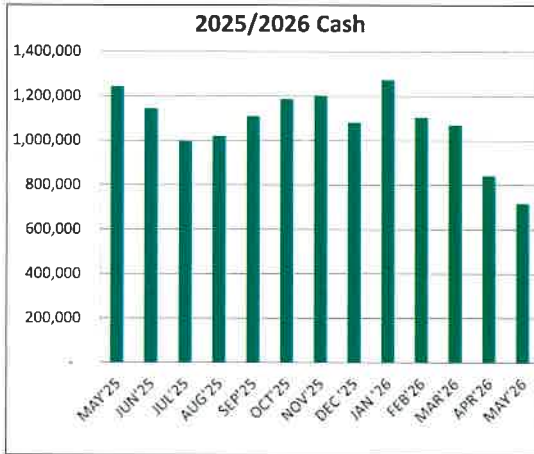
For the period ending YTD May 31st, 2026

Index:

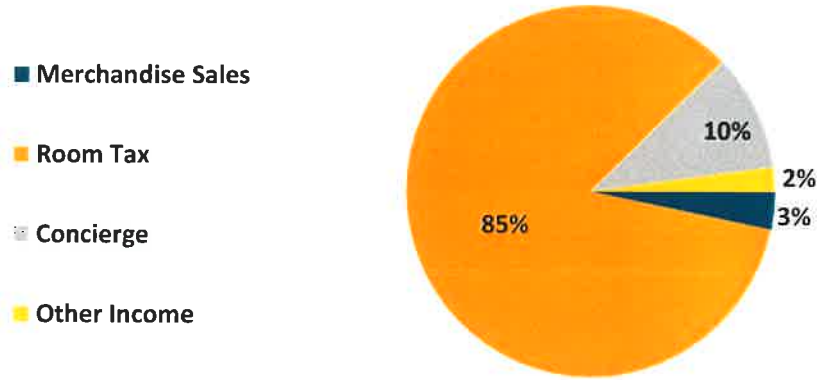
Page 1-2	Dashboards
Page 3	Statement of Financial Position
Page 4	Statement of Financial Position Ratios
Page 5	Statement of Activities - YTD
Page 6	Statement of Activities – Month Only

Travel North Tahoe NV
 Financial Dashboard
 For the period ending May 31st, 2026

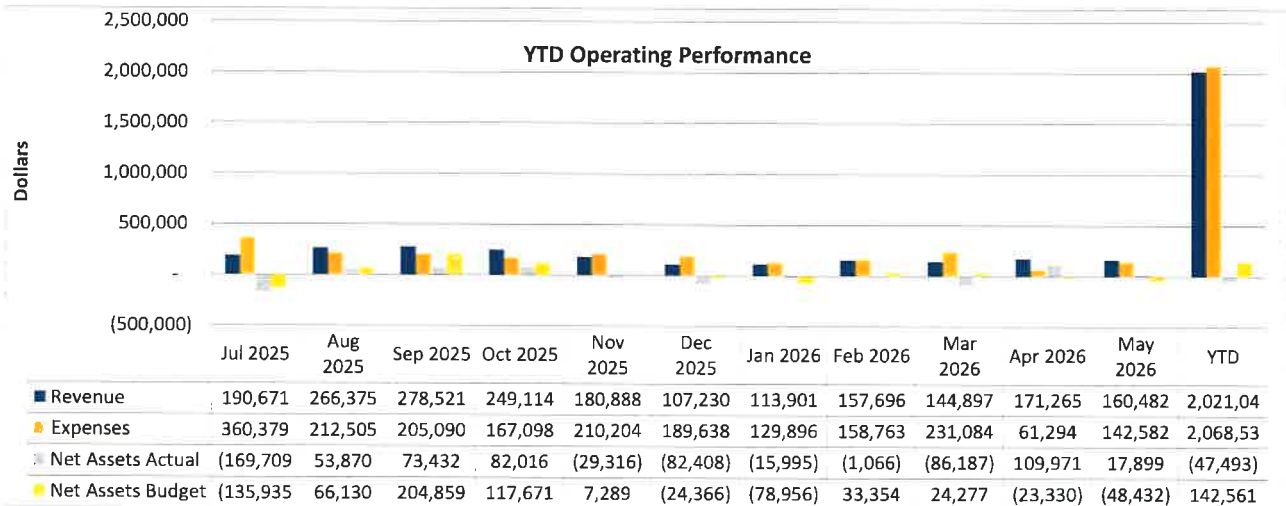
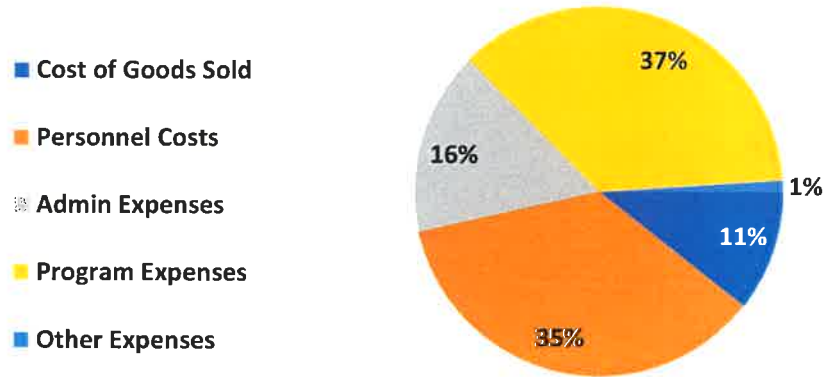
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



Summary of Revenues



Summary of Expenses



Travel North Tahoe NV
Comparative Statement of Financial Position
For the periods ending May 31st, 2026 and May 31st, 2025

	May 2026 \$	May 2025 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash				
Operating Accounts	192,154	813,694	(621,540)	(76.4%)
Brokerage Account	317,562	300,019	17,543	5.8%
Savings Account	208,105	129,096	79,009	61.2%
Petty Cash	631	631	-	-
Cash In Drawer	400	1,885	(1,485)	(78.8%)
Undeposited Funds	-	2,720	(2,720)	(100.0%)
Total Cash	<u>718,852</u>	<u>1,248,045</u>	<u>(529,192)</u>	<u>(42.4%)</u>
Accounts Receivable	49,444	55,605	(6,161)	(11.1%)
Other Receivable	104,022	34,153	69,869	204.6%
Inventory Asset	19,357	17,474	1,883	10.8%
Total Current Assets	<u>891,676</u>	<u>1,355,277</u>	<u>(463,601)</u>	<u>(34.2%)</u>
EQUIPMENT AND LEASEHOLD IMPROVEMENTS				
Building	223,101	223,101	-	-
Furniture, Fixtures & Equipment	81,901	77,950	3,952	5.1%
Poseidon Barges	-	37,000	(37,000)	(100.0%)
Intangible Asset - Domain Name	6,500	6,500	-	-
Less: Accumulated Depreciation	(87,920)	(87,920)	-	-
TOTAL FIXED ASSETS	<u>223,582</u>	<u>256,631</u>	<u>(33,048)</u>	<u>(12.9%)</u>
OTHER ASSETS				
Prepaid Expenses	417,982	-	417,982	100.0%
TOTAL OTHER ASSETS	<u>417,982</u>	<u>-</u>	<u>417,982</u>	<u>100.0%</u>
TOTAL ASSETS	<u>\$ 1,533,240</u>	<u>\$ 1,611,907</u>	<u>\$ (78,667)</u>	<u>(4.9%)</u>
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable	84,485	47,749	36,735	76.9%
Accrued Payables	-	(6,274)	6,274	100.0%
Credit Cards	17,777	(5,236)	23,013	439.5%
Accrued Vacation	10,522	10,522	-	-
Total Current Liabilities	<u>112,783</u>	<u>46,761</u>	<u>66,022</u>	<u>141.2%</u>
Deferred Revenue	82,695	-	82,695	100.0%
TOTAL LIABILITIES	<u>195,478</u>	<u>46,761</u>	<u>148,717</u>	<u>318.0%</u>
NET ASSETS				
Unrestricted Net Assets	1,385,256	1,234,270	150,986	12.2%
Current Year Net Assets	(47,493)	330,876	(378,369)	(114.4%)
TOTAL NET ASSETS	<u>1,337,763</u>	<u>1,565,146</u>	<u>(227,384)</u>	<u>(14.5%)</u>
TOTAL LIABILITIES & NET ASSETS	<u>\$ 1,533,240</u>	<u>\$ 1,611,907</u>	<u>\$ (78,667)</u>	<u>(4.9%)</u>

Travel North Tahoe NV
Statement of Financial Position Ratios
For the period ending May 31st, 2026

	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026
Cash ¹	182.52	167.73	144.66	147.74	160.69	171.68	173.97	156.58	184.39	159.98	154.79	122.17	104.02
Current Ratio ²	28.98	23.59	10.86	15.50	17.56	104.00	19.80	23.72	7.42	9.03	4.47	11.78	7.91
Leverage ³	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

¹ Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

² Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.

A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

³ Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.

A lower number indicates that assets are financed through savings/net assets

while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Travel North Tahoe NV
Year-to-Date Comparative Statement of Activities
For the period ending May 31st, 2026

	May 2026 YTD - ACTUALS		May 2026 YTD - BUDGET		VARIANCE TO BUDGET		May 2025 YTD - ACTUALS		May '26 TO May '25 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Merchandise Sales	65,637	3.3%	73,000	3.1%	(7,363)	(10.1%)	84,935	3.5%	(19,298)	(22.7%)
Room Tax	1,708,477	86.3%	2,052,131	88.3%	(343,654)	(16.7%)	2,163,094	88.0%	(454,617)	(21.0%)
Concierge	204,493	10.3%	200,210	8.6%	4,283	2.1%	210,573	8.6%	(6,080)	(2.9%)
TOTAL REVENUE	1,978,607	100.0%	2,325,341	100.0%	(346,734)	(14.9%)	2,458,602	100.0%	(479,995)	(19.5%)
PROGRAM EXPENSES:										
Cost of Goods Sold										
Cost of Goods Sold Merchandise	32,097	1.6%	36,500	1.6%	(4,403)	(12.1%)	34,510	1.4%	(2,413)	(7.0%)
Concierge Expense	186,478	9.4%	176,199	7.6%	10,279	5.8%	171,795	7.0%	14,683	8.5%
Sub-total Cost of Goods Sold	218,575	11.0%	212,699	9.1%	5,876	2.8%	206,305	8.4%	12,270	5.9%
Personnel Costs										
Payroll	519,536	26.3%	576,662	24.8%	(57,126)	(9.9%)	516,786	21.0%	2,750	0.5%
Employers Insurance of Nevada	1,012	0.1%	650	0.0%	362	55.7%	592	0.0%	420	70.9%
State Employer Taxes	2,629	0.1%	4,090	0.2%	(1,461)	(35.7%)	2,874	0.1%	(244)	(8.5%)
Federal Unemployment	349	0.0%	520	0.0%	(171)	(32.9%)	461	0.0%	(112)	(24.3%)
Public Employees Retirement Sys	147,325	7.4%	159,210	6.8%	(11,885)	(7.5%)	149,194	6.1%	(1,869)	(1.3%)
Employer Medicare/Soc Sec	10,520	0.5%	11,625	0.5%	(1,106)	(9.5%)	11,127	0.5%	(608)	(5.5%)
Health Insurance	59,103	3.0%	66,884	2.9%	(7,781)	(11.6%)	54,378	2.2%	4,725	8.7%
Employee Training	-	-	4,000	0.2%	(4,000)	(100.0%)	2,244	0.1%	(2,244)	(100.0%)
Payroll Expense	1,628	0.1%	1,650	0.1%	(22)	(1.4%)	2,315	0.1%	(688)	(29.7%)
Sub-total Personnel Costs	742,102	37.5%	825,291	35.5%	(83,189)	(10.1%)	739,971	30.1%	2,131	0.3%
Admin Expenses										
Utilities	9,757	0.5%	8,965	0.4%	792	8.8%	7,983	0.3%	1,775	22.2%
Bank & Cr Card Charges	21,766	1.1%	19,800	0.9%	1,966	9.9%	21,200	0.9%	566	2.7%
Office Supplies & Expenses	9,697	0.5%	13,750	0.6%	(4,053)	(29.5%)	19,421	0.8%	(9,724)	(50.1%)
Maintenance/Janitorial	13,451	0.7%	11,000	0.5%	2,451	22.3%	9,854	0.4%	3,598	36.5%
IT - Computers	2,864	0.1%	2,150	0.1%	714	33.2%	2,388	0.1%	476	19.9%
Postage & Freight	259	0.0%	450	0.0%	(191)	(42.3%)	122	0.0%	137	112.6%
Communications	7,399	0.4%	7,150	0.3%	249	3.5%	6,966	0.3%	433	6.2%
Printing Expenses	1,307	0.1%	2,000	0.1%	(693)	(34.7%)	993	0.0%	314	31.6%
Building Repairs & Insurance	8,023	0.4%	13,350	0.6%	(5,327)	(39.9%)	28,005	1.1%	(19,982)	(71.4%)
Legal & Accounting Services	30,250	1.5%	35,250	1.5%	(5,000)	(14.2%)	30,250	1.2%	-	-
Contract Services	147,135	7.4%	138,900	6.0%	8,235	5.9%	163,805	6.7%	(16,671)	(10.2%)
Remote Offices	42,000	2.1%	38,500	1.7%	3,500	9.1%	38,500	1.6%	3,500	9.1%
Equipment Lease & Maint.	2,254	0.1%	2,050	0.1%	204	10.0%	1,927	0.1%	327	17.0%
Dues & Subscriptions	12,432	0.6%	8,010	0.3%	4,422	55.2%	16,560	0.7%	(4,127)	(24.9%)
License & Fees	20	0.0%	62	0.0%	(42)	(67.7%)	104	0.0%	(84)	(80.8%)
Travel & Lodging	22,263	1.1%	22,000	0.9%	263	1.2%	22,917	0.9%	(654)	(2.9%)
Local Transportation/Car	1,126	0.1%	1,250	0.1%	(124)	(9.9%)	827	0.0%	299	36.2%
Freight and Shipping Costs	598	0.0%	1,850	0.1%	(1,252)	(67.7%)	449	0.0%	149	33.2%
Web Development	59	0.0%	-	-	59	100.0%	479	0.0%	(420)	(87.7%)
Sub-total Admin Expenses	332,661	16.8%	326,487	14.0%	6,174	1.9%	372,750	15.2%	(40,089)	(10.8%)
Meeting Expenses										
Registrations	10,090	0.5%	2,750	0.1%	7,340	266.9%	2,973	0.1%	7,117	239.4%
Meeting Expenses	295	0.0%	5,500	0.2%	(5,205)	(94.6%)	2,696	0.1%	(2,402)	(89.1%)
Hospitality in Market	10,056	0.5%	11,000	0.5%	(944)	(8.6%)	10,246	0.4%	(190)	(1.9%)
Advertising Co-op	504,163	25.5%	504,163	21.7%	-	-	603,913	24.6%	(99,750)	(16.5%)
Regional Marketing Programs	7,457	0.4%	5,500	0.2%	1,957	35.6%	2,251	0.1%	5,206	231.3%
Sponsorship	122,691	6.2%	158,000	6.8%	(35,309)	(22.3%)	106,697	4.3%	15,994	15.0%
Shuttle Subsidy/Sponsorship	30,390	1.5%	30,390	1.3%	-	-	60,845	2.5%	(30,455)	(50.1%)
Sustainability Initiatives	65,047	3.3%	138,000	5.9%	(72,953)	(52.9%)	74,423	3.0%	(9,376)	(12.6%)
Uniforms	3,627	0.2%	5,000	0.2%	(1,373)	(27.5%)	-	-	3,627	100.0%
Special Promotional Items	-	-	2,000	0.1%	(2,000)	(100.0%)	2,010	0.1%	(2,010)	(100.0%)
Sub-total Meeting Expenses	753,815	38.1%	862,303	37.1%	(108,488)	(12.6%)	866,055	35.2%	(112,240)	(13.0%)
TOTAL PROGRAM EXPENSES	2,047,153	103.5%	2,226,780	95.8%	(179,628)	(8.1%)	2,185,080	88.9%	(137,928)	(6.3%)
NET OPERATING INCOME	(68,545)	(3.5%)	98,561	4.2%	(167,106)	(169.5%)	273,522	11.1%	(342,067)	71.3%
Other Income	42,433	2.1%	44,000	1.9%	(1,567)	(3.6%)	48,054	2.0%	(5,622)	(11.7%)
Other Expenses	21,380	1.1%	-	-	21,380	100.0%	(9,301)	(0.4%)	30,681	329.9%
NET OTHER INCOME	21,052	1.1%	44,000	1.9%	(22,948)	(52.2%)	57,355	2.3%	(36,302)	7.6%
CHANGE IN NET ASSETS	\$ (47,493)	(2.4%)	\$ 142,561	6.1%	\$ (190,054)	(133.3%)	\$ 330,876	13.5%	\$ (378,369)	(114.4%)

Travel North Tahoe NV
Single Month Statement of Activities
For the month of May 2026

	May 2026 MONTH ONLY-ACTUALS		May 2026 MONTH ONLY - BUDGET		VARIANCE TO BUDGET		May 2025 MONTH ONLY - ACTUALS		May '26 TO May '25 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Merchandise Sales	1,932	1.4%	7,000	4.7%	(5,068)	(72.4%)	6,253	3.8%	(4,321)	(69.1%)
Room Tax	124,094	88.1%	122,462	81.9%	2,532	2.1%	128,467	77.4%	(3,473)	(2.7%)
Concierge	15,002	10.6%	20,000	13.4%	(4,998)	(25.0%)	31,350	18.9%	(16,348)	(52.1%)
TOTAL REVENUE	141,928	100.0%	149,462	100.0%	(7,534)	(5.0%)	166,070	100.0%	(24,142)	(14.5%)
PROGRAM EXPENSES:										
Cost of Goods Sold										
Cost of Goods Sold Merchandise	1,885	1.3%	3,500	2.3%	(1,615)	(46.1%)	4,041	2.4%	(2,156)	(53.3%)
Concierge Expense	16,047	11.3%	17,600	11.8%	(1,554)	(8.8%)	18,643	11.2%	(2,597)	(13.9%)
Sub-total Cost of Goods Sold	17,932	12.6%	21,100	14.1%	(3,168)	(15.0%)	22,684	13.7%	(4,752)	(21.0%)
Personnel Costs										
Payroll	36,477	25.7%	48,747	32.6%	(12,270)	(25.2%)	41,794	25.2%	(5,317)	(12.7%)
State Employer Taxes	209	0.1%	300	0.2%	(91)	(30.3%)	293	0.2%	(84)	(28.6%)
Federal Unemployment	11	0.0%	15	0.0%	(4)	(26.1%)	20	0.0%	(9)	(45.8%)
Public Employees Retirement Sys	12,302	8.7%	14,482	9.7%	(2,180)	(15.1%)	13,615	8.2%	(1,312)	(9.6%)
Employer Medicare/Soc Sec	653	0.5%	800	0.5%	(147)	(18.4%)	826	0.5%	(173)	(21.0%)
Health Insurance	3,914	2.8%	6,342	4.2%	(2,428)	(38.3%)	5,063	3.0%	(1,149)	(22.7%)
Payroll Expense	119	0.1%	150	0.1%	(32)	(21.0%)	770	0.5%	(652)	(84.6%)
Sub-total Personnel Costs	53,685	37.8%	70,836	47.4%	(17,151)	(24.2%)	62,381	37.6%	(8,696)	(13.9%)
Admin Expenses										
Utilities	800	0.6%	800	0.5%	0	0.0%	699	0.4%	101	14.5%
Bank & Cr Card Charges	460	0.3%	1,800	1.2%	(1,340)	(74.4%)	1,168	0.7%	(708)	(60.6%)
Office Supplies & Expenses	253	0.2%	1,250	0.8%	(997)	(79.8%)	3,047	1.8%	(2,794)	(91.7%)
Maintenance/Janitorial	270	0.2%	800	0.5%	(530)	(66.3%)	913	0.5%	(643)	(70.4%)
IT - Computers	207	0.1%	150	0.1%	57	38.3%	109	0.1%	99	90.7%
Postage & Freight	-	-	25	0.0%	(25)	(100.0%)	-	-	-	-
Communications	532	0.4%	650	0.4%	(118)	(18.1%)	606	0.4%	(74)	(12.2%)
Building Repairs & Insurance	362	0.3%	500	0.3%	(138)	(27.6%)	4,473	2.7%	(4,111)	(91.9%)
Legal & Accounting Services	2,750	1.9%	2,750	1.8%	-	-	2,750	1.7%	-	-
Contract Services	6,300	4.4%	9,400	6.3%	(3,100)	(33.0%)	22,410	13.5%	(16,110)	(71.9%)
Remote Offices	3,500	2.5%	3,500	2.3%	-	-	3,500	2.1%	-	-
Equipment Lease & Maint.	200	0.1%	-	-	200	100.0%	-	-	200	100.0%
Dues & Subscriptions	364	0.3%	5,000	3.3%	(4,636)	(92.7%)	5,178	3.1%	(4,814)	(93.0%)
Travel & Lodging	854	0.6%	2,000	1.3%	(1,146)	(57.3%)	(1,077)	(0.6%)	1,930	179.3%
Local Transportation/Car	-	-	100	0.1%	(100)	(100.0%)	47	0.0%	(47)	(100.0%)
Freight and Shipping Costs	-	-	400	0.3%	(400)	(100.0%)	7	0.0%	(7)	(100.0%)
Sub-total Admin Expenses	16,853	11.9%	29,125	19.5%	(12,272)	(42.1%)	43,830	26.4%	(26,978)	(61.6%)
Meeting Expenses										
Registrations	-	-	250	0.2%	(250)	(100.0%)	-	-	-	-
Meeting Expenses	49	0.0%	250	0.2%	(201)	(80.6%)	327	0.2%	(279)	(85.2%)
Hospitality in Market	-	-	1,000	0.7%	(1,000)	(100.0%)	(1,170)	(0.7%)	1,170	100.0%
Advertising Co-op	45,833	32.3%	45,833	30.7%	-	-	45,833	27.6%	-	-
Regional Marketing Programs	5,685	4.0%	500	0.3%	5,185	1,037.0%	98	0.1%	5,587	5,711.1%
Sponsorship	1,000	0.7%	33,000	22.1%	(32,000)	(97.0%)	37,663	22.7%	(36,663)	(97.3%)
Sustainability Initiatives	-	-	-	-	-	-	16,372	9.9%	(16,372)	(100.0%)
Special Promotional Items	-	-	-	-	-	-	2,010	1.2%	(2,010)	(100.0%)
Sub-total Meeting Expenses	52,567	37.0%	80,833	54.1%	(28,266)	(35.0%)	101,132	60.9%	(48,566)	(48.0%)
TOTAL PROGRAM EXPENSES	141,036	99.4%	201,894	135.1%	(60,858)	(30.1%)	230,028	138.5%	(88,992)	(38.7%)
NET OPERATING INCOME	892	0.6%	(52,432)	(35.1%)	53,324	101.7%	(63,958)	(38.5%)	64,850	(268.6%)
Other Income	18,554	13.1%	4,000	2.7%	14,554	363.8%	3,185	1.9%	15,369	482.5%
Other Expenses	1,546	1.1%	-	-	1,546	100.0%	6,980	4.2%	(5,434)	(77.9%)
NET OTHER INCOME	17,008	12.0%	4,000	2.7%	13,008	325.2%	(3,794)	(2.3%)	20,802	(86.2%)
CHANGE IN NET ASSETS	\$ 17,899	12.6%	\$ (48,432)	(32.4%)	\$ 66,331	137.0%	\$ (67,753)	(40.8%)	\$ 85,652	126.4%



June 17, 2026

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Appointment

Background

Board member Bill Watson will term off the TNTNV board of directors on June 30, 2024 after serving a combined 15 years. In April the board appointed a nominating committee to review potential board candidates and to ultimately provide the board with a recommended nominee. The committee developed a board recommendation from that final list of candidates.

Possible Board Action

The TNTNV nominating committee has recommended for board approval Evan Roa, owner of Tunnel Creek Café and Bak'd to be appointed to the open board seat.



June 17, 2026

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:

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

Historically the board officer positions rotate each year starting July 1st with the term ending June 30th. Per this established process, below is the suggested officer list for FY 2026/27. However, any board member could be appointed to any officer position given individual demand and time availability.

Staff would like to thank and recognize Eric Roe for his support as Chair of Travel North Tahoe Nevada this past year.

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

Possible Board Action

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2026/27 fiscal year.



June 17, 2026

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, and Andrew Gauthier. Kressa Olguin was our fourth member but resigned due to moving out of the area.

All current committee members are eligible for reappointment for FY 2026/27.

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 2026/27. The candidates to be considered are Eric Roe, Andrew Gauthier, Mike Pierce and Andy Chapman.



Date: June 17, 2026
 To: Board of Directors
 From: Andy Chapman, President/CEO
 Re: FY 2025/26 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 2025/26 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 Receptient	Category	Project	Amount
Tahoe Film Fest	E/C	Founding Partner Sponsorship	20000
Lake Tahoe Summit	S	Business Sponsorship	1000
Travel Nevada	E	Nevada Governor Tourism Conference	7500
IVCBA	C	Heroes Weekend Sponsorship	5000
Lake Tahoe Snowfest	C	Snowfest Incline Village Sponsorship	1000
Crystal Bay Club Casino	E/C	Gamblers Run Music Festival	15000
Alibi Ale Works	E/C	Tunes on Taps Free Thursday Music	15000
Nevada Nordic	S/C	Groomer Fuel Support	5000
CalTravel Association	E	Co-Host Annual Summit Conference	60000
Ski California	E	Annual Conference	1500
Crystal Bay Sound Waves	E	Podcast Sponsorship	3600
Thunderbird Lodge	E	Visitor Guide Ad	2500
UC Davis TERC	E	Visitor Guide Ad	1580
Nevada Nordic	E	Event Support (DJ cost)	500
KTKE Radio	E/C	Tunes on Taps Radio Advertising	1200
Local Event Support	E/C	Photography for Consumer marketing	1500
			\$141,880

Stewardship Grants/Support	Category	Project	Amount
Longwoods International	E/S/C	Resident Sentiment Survey	23,000
TNT/TMA	S/C	Transit Marketing Support	10000
LT Destination Stewardship	S	Executive Director Funding Support	20000
Tahoe Transportation District	S/C	EST Parking Lot Plowing/Porta Potty	5740
Thunderbird Lodge	S	Lodge Tour Shuttle Subsidy	9375
			\$68,115

Shuttle Subsidy/Sponsorship	Category	Project	Amount
TNT/TMA	E/S	Reno Tahoe Airport Shuttle	30390
			\$ 30,390

TOTAL TNTNV INVESTMENT **\$ 240,385**



June 17, 2026

To: Board of Directors

From: Andy Chapman, President/CEO

Re: CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments

Background

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their June 2026 meeting. Prior to that meeting, each board member submitted to Greg Long (COO) their review using the Board approved and adopted Review Process. Those responses were included in this staff report. In addition, the Board will find CEO Chapman's Self Evaluation and the FY 2024/25 CEO Strategic Goal Review.

Possible Board Action

Board Chair Roe will lead the board in the review discussion and possible action on future salary & incentive payments.



Annual Review and Goal Setting SUMMARY

Review

Listed below are the employee's most significant accomplishments or contributions to the organization during the previous fiscal year (use as much space as needed).

Andy demonstrated sound financial stewardship by proactively adjusting the organization's budget in response to declining TOT revenues. Through planning and resource management, TNTNV was able to align expenditures with anticipated revenues while maintaining focus on its strategic priorities.

Andy played a key role in collaborating with NTCA on the successful launch of Lake Tahoe Travel, positioning the organization to stay relevant and competitive.

Andy's efforts towards TBID related goals have been impressive, especially considering the budgetary issues since the Hyatt began renovations. He meets with the right people and continues to effectively strategize. His passion for his position and the region is obvious and it's difficult to quantify the importance of these inherent characteristics.

Andy continues to focus and drive the Strategic Plan extremely well.

The new Lake Tahoe Marketing Campaign has been a great success this year.

His networking and relationship with key players in the region are appreciated.

Drove through Budget restrictions very well this year due to decrease revenues.

Planning and execution of the enhancement of the Visitor Centre.

His commitment for the SB 420.

Responded early and strategically to the downturn in revenue; effectively adjusting spending as needed

Continued to meet organizational goals even with lowered resources

Continued to effectively forward plan for various market contingencies; including the current downturn in revenue as well as future increases with properties coming on line

Used unfortunate funding conditions -TART Connect/T-Bid funding -as an example of how TNTNV provides value to the community

Navigated unforeseen issues with the Welcome Center remodel

Guided the continued effort to build support for future legislation

Continued to widen and deepen partnerships in the community and across the state



Listed below are demonstrated strengths that the employee should continue to build upon.

Organization and Communication skills

Network and Relationship

Strategic and Visionary

Andy's depth of knowledge in the field is a true asset and his ability to communicate with others of all backgrounds, interests, and skill sets is a plus. His continued focus on moving the strategic plan forward is beginning to see sustaining results.

Andy's deep knowledge of the organization and the region are a couple strengths of many. Since laws, culture, tourism and the environment are ever changing, it is important to stay current with the trends and predictions so keep up the good work here!

Andy serves as a strong and visible ambassador for Travel North Tahoe Nevada, consistently promoting the organization's mission and representing its interests with professionalism.

Andy continues to foster a culture of openness and trust through his approachable leadership style, transparent communication, and positive outlook.

Listed below are areas where the employee is currently being challenged and the necessary steps to overcome those issues.

Due to some expressive and oftentimes uninformed community voices, as well as limited communication channels, getting out the message of who TNTNV is and what we do for the community is can be a daunting task.

The decline in TOT revenue has been a significant challenge for Andy and the organization. Continued close monitoring of revenues and expenditures will be essential, along with maintaining a disciplined approach to budget management. TNTNV should remain willing to adjust and implement spending reductions when necessary.

Andy's biggest challenge is balancing TNTNV's growth efforts with a decrease in money coming in. As we've talked about in our meetings, I think it's important to bring back a community engagement person and love the idea of the position being a contract position. With this person, he'll be able to tackle another challenge, which is gaining community support for the next round of TBID efforts.



Preview

Listed below are goals for the employee to accomplish during the next fiscal year.

Keep our tight budget in mind while allocating resources for TBID support

Find a contract community engagement manager

Continue growing and learning as demands change

Continue to Drive the Strategic Plan

More Collaboration with IVGID, RTAA, RSCVA, ...

Recruitment of key the position of the Community Engagement Manager Complete the beautification of the Visitor Office

Work with Sales & Marketing for more FAM Trips

Be creative and innovator

With the board, put in place a more meaningful plan for CEO goals and execute the plan. The new proposed plan at the last board meeting will hopefully give Andy a more focused action plan for FY2027 and help the board to support Andy and the organization in reaching those goals.

In preparation for the upcoming TBID campaign, expand TNTNV's presence among the community and industry stakeholders. Ensure clear communication of organizational impact, priorities, and outcomes to maintain strong stakeholder confidence and support.

Position TNTNV to capture demand recovery as major projects, including the Hyatt renovation and Cal Neva redevelopment, come online.



Annual Self-Review and Goal Setting – FY 2026/27

Employee Name: Andy Chapman, President/CEO

Date: June 17, 2026

Please outline your most significant accomplishments and contributions to Travel North Tahoe Nevada during the past year (use additional space as needed):

1. Year two execution of TNTNV Strategic Plan.
2. Conducted inaugural Incline Village/Crystal Bay Resident Sentiment on Tourism study.
3. Continued effort for 2027 NV Legislative Session on BID Enabling Language bill.
4. Launched new Lake Tahoe Travel brand with unveiling at CalTravel Summit.
5. Invested over \$240,000 in sponsorship/stewardship/transit funds supporting a vibrant economy, enhanced community character and fostering environmental stewardship (Tahoe Filmfest, Lake Tahoe Summit, Travel Nevada Governor Conference on Tourism, IVCBA's Hero's Celebration, Lake Tahoe Snowfest, Crystal Bay Club, Alibi Aleworks, Nevada Nordic, CalTravel Association, Ski California, Thunderbird Lodge Preservation Society, UC Davis Tahoe Environmental Research Center, TNT/TMA, Lake Tahoe Destination Stewardship Council, East Shore Trail Winter maintenance, North Tahoe Airport Shuttle).
6. Funded and Implemented year two of East Shore Trail winter snow removal/porta potty.
7. Initiated Welcome Center construction project.
8. Continued implementation of Lake Tahoe Stewardship Plan through direct TNTNV efforts and regional cooperative opportunities.
9. Successfully negotiated North Lake Tahoe Cooperative funding agreements to match regional return on investment.
10. Continued service as chair of Tahoe Transportation District.
11. Organization representation on various boards:
 - Tahoe Transportation District, Truckee North Tahoe Transportation Management Association, Lake Tahoe Stewardship Council Executive Committee/Board Member, One West Tourism Alliance, CalTravel, Visit California Brand Committee, IVCBA community partner.

Please outline any area(s) where you are currently being challenged in your current work and what steps you plan to overcome those issues:

1. Budget constraints due to lower room tax revenue dictated a close examination of all expense items for the organization. Prioritizing strategic funding allocations to strategic goals of the organization was a continual process this past year. This year, while funding revenues will continue to be down, staff has again prioritized investments to best achieve our goals. This year's budget will be much more aligned with available revenues reducing the need to cut programs in the year for the year.

TRAVEL
*North*TAHOE
NEVADA

2. With the results of the Longwoods Resident Sentiment survey on tourism, we can now look to target certain messaging and efforts to enhance the importance of the tourism economy to our local resident population.
3. Efforts with the Nevada Legislative Session in 2027 will be critical to move forward with our strategy of diversifying our organization revenues.

To continually improve and grow our organization, please outline the goals/tasks you plan to accomplish in order to move the organization (specifically in areas of your responsibility) to the next level during the next fiscal year.

1. Reinvestment with the Community Engagement Specialist will be critical to move our organization's strategic plan forward. This may be accomplished with a contract service provider to reduce the overhead and burden of an employee. However, the ultimate goal given budget resources, will be to convert this contract position to a full-time employee.
2. Budget and human resources will focus this year on the continued destination management efforts to include support of the economy, community and environment.
3. Legislative efforts in support of enabling language for Business Improvement Districts will be the focus of much effort and time with the approach of the 2027 Legislative Session in February 2027.

Please provide any additional input or ideas you may have to improve our organization, your department and our positive impact to our stakeholders.

This past year has been a challenging one for the organization. Revenue shortfalls and related expense reductions were a continue focus of the organization. The initiation of the Welcome Center Revitalization Project was a key moment this point year. Construction on the new center and office location began in February and will be completed in July 2026. There is great anticipation for this new center and its improvements for organization efficiency and guest service interaction. This year also saw the completion of Year Two of the TNTNV Strategic Plan. Efforts continue this year on accomplishing the goals and objectives of this board approved plan.

Staff again takes a moment to reflect on the organization's efforts and to thank the board for your dedication and support on behalf of the Travel North Tahoe Nevada family and the community we serve.

Submitted by: Andy Chapman

Andy Chapman

Employee Signature

Date: 6/17/26

2025/26 Strategic Objectives	Action Steps	% Weight	Indicators
<p>Strategic Objective #1: Amplify Our Message</p> <p>1.2 Identify and prioritize key messaging points to support our strategic goals.</p> <p>1.4 Implement grassroots community engagement Plan.</p>	<ul style="list-style-type: none"> Align brand messaging with organization's stewardship and sustainability goals. Implement Strategic Communication plan. Expand strategic content in monthly stakeholder outreach. 	20%	<p>Goal Achieved</p> <ul style="list-style-type: none"> 5% increase in Facebook followers. 18% increase in Instagram followers. Conducted baseline research on Resident Sentiment to Tourism for future comparative. Implement Grass Roots Community Engagement Plan as budget allowed. Continued OpEd submittal to local and regional news outlets in support of TNTNV strategic plan.
<p>Strategic Objective #2: Maximize Brand Lift</p> <p>2.2 Build awareness of TNTNV's contribution and efforts, including Co-op Efforts.</p> <p>2.5 Engage local community groups to drive brand and mission awareness.</p>	<ul style="list-style-type: none"> Work with community partners to elevate the TNTNV brand in their efforts. Utilize storytelling to share how TTNV has made a positive impact on the economy, community and environment. 	20%	<p>Goal Achieved</p> <ul style="list-style-type: none"> Successful launch of new consumer brand Lake Tahoe Travel at CalTravel Summit. Founding partner for Tahoe Filmfest including presentation of destination brand video at all movie showings. Fine-tuned stakeholder newsletter content to align with TNTNV strategic plan with focus on positive impact storytelling.
<p>Strategic Objective #3: Invest in Stewardship</p> <p>3.2 Prioritize stewardship investments with dollars and resources.</p> <p>3.6 Advocate for and support regional transportation.</p>	<ul style="list-style-type: none"> Highlight TNTNV's role within Destination Stewardship Council messaging and activations. Develop stewardship focused programs with high local impact. 	20%	<p>Goal Achieved</p> <ul style="list-style-type: none"> Continued executive committee role with LTDSC. Support LTDSC with \$20k for Executive Director support. Year 2 investment in winter maintenance and visitor amenities at East Shore Trail parking facility.

	<ul style="list-style-type: none"> Invest resources to improve transportation systems. 		<ul style="list-style-type: none"> Continued funding Nevada proportion of North Tahoe Airport Express (overall reduction of cost to TNTNV). Support Thunderbird Lodge transportation efforts with grant funding.
<p>Strategic Objective #4: Leverage Partnerships</p>		<p>20%</p>	
<p>4.4 Implement strategic Public Affairs Plan.</p>	<ul style="list-style-type: none"> Develop summary of all relevant stakeholders at local, regional and state level. Develop SWAT assessment of existing stakeholders. Develop and implement Community Engagement Plan. 		<p>Goal Achieved</p> <ul style="list-style-type: none"> Invested over \$240,000 in grants to local businesses and organizations in support of the economy, community and environment. Implementing Partner Scorecard system with additional 20 community partners added. Facilitated initial implementation of Community Engagement Plan (July through December).
<p>Strategic Objective #5: Fine Tune Our Operations</p>		<p>20%</p>	
<p>5.1 Develop strategies to increase critical funding streams.</p> <p>5.3 Align staffing and capacity needs with the new strategic plan.</p> <p>5.4 Leverage Welcome Center programming and increased awareness.</p>	<ul style="list-style-type: none"> Work with legislative lobbyist and communication partners to maximize 2027 Nevada Legislative session on funding opportunities. Maximize Welcome Center programming to further support organizations strategic plan. 		<p>Goal Achieved</p> <ul style="list-style-type: none"> Actively managed expense budgets to revenue generation. Continue efforts to establish funding diversification in advance of 2027 Nevada Legislative Session. Implementing Welcome Center revitalization for better guest interaction and organizational efficiencies. Developing new contract position for Community Engagement Specialist for July start. Right-sized investment with North Lake Tahoe Marketing Cooperative to align with regional TOT data.
<p>Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.</p>			

SALARY SURVEY REPORT

SALARY SURVEY 2025

Index

Participants

Background Data

CEO Data

CEO Fringe Benefits

Staff Data

Staff Benefits

Staff Salaries

Outsourced Functions

Home Filter

Participants 

Gunnison-Crested Butte - CO

Park City - UT

Central Oregon - OR

Yakima - WA

Rapid City - SD

Yosemite Madera - CA

Tri-Cities - WA

Salem - OR

Yosemite Mariposa County - CA

North Tahoe - NV

Billings - MT

Bellingham - WA

Fresno - CA

Oceanside - CA

Catalina - CA

Total 15

Background Data 

Designated as a 501(c) incorporated organization	100.00%	15
--	---------	----

	Average	Count
Years in Operation	39.27 years	15
Full time employees	10.87 staff	15
Operating Budget	\$3,311,646.47	15

Staff costs budget	Average	Count
Allocated to salaries and incentives, full and part-time, excluding fringe benefits and payroll taxes	31.74%	15
Allocated to fringe benefits and payroll taxes	18.95%	15

Salary increases	Average
Merit (high)	5.21%
Merit (low)	1.87%
Across-the-board (high)	1.00%
Across-the-board (low)	0.60%
Cost-of-living (high)	2.34%



Cost-of-living (low)	1.07%
Length-of-services (high)	1.00%
Length-of-services (low)	0.33%

CEO Data

Experience	Average
Years in the DMO industry in any position	19.40 years
Years as a CEO	14.60 years
Years as CEO at present DMO	8.07 years

Employment contract	Average	Min	Max
Years retained	1.00 years	0.00 years	5.00 years

CEO Salary	Average	Count
Base Salary	\$165,307.33	15



Other cash (e.g., bonus)	\$21,793.27	11
Car Allowance	\$2,937.20	9
Total cash compensation	\$190,037.80	15

CEO retirement	Average	Minimum	Maximum	Count
Investment for the last fiscal year	2.07%	0.00%	28.00%	15

CEO Fringe Benefits

Benefit - Retirement Plan	Percentage	Count
CEO	66.67%	10
Partially paid by CEO	6.67%	1
Fully paid by DMO	33.33%	5
Partially paid by DMO	33.33%	5

Benefit - Cell Phone	Percentage	Count
CEO	66.67%	10
Partially paid by CEO	6.67%	1



Fully paid by DMO	46.67%	7
-------------------	--------	---

Partially paid by DMO	26.67%	4
-----------------------	--------	---

Benefit - Health plan	Percentage	Count
------------------------------	-------------------	--------------

CEO	73.33%	11
-----	--------	----

Dependents	40.00%	6
------------	--------	---

Fully paid by DMO	40.00%	6
-------------------	--------	---

Partially paid by DMO	40.00%	6
-----------------------	--------	---

Benefit - Dentist plan	Percentage	Count
-------------------------------	-------------------	--------------

CEO	66.67%	10
-----	--------	----

Dependents	26.67%	4
------------	--------	---

Fully paid by DMO	40.00%	6
-------------------	--------	---

Partially paid by DMO	26.67%	4
-----------------------	--------	---

Benefit - Short-term Disability Insurance	Percentage	Count
--	-------------------	--------------

CEO	46.67%	7
-----	--------	---

Fully paid by DMO	13.33%	2
-------------------	--------	---

Fully paid by CEO	20.00%	3
-------------------	--------	---

Partially paid by DMO	13.33%	2
-----------------------	--------	---

The Proclamation

WHEREAS, Bill Watson has served with distinction, integrity, and unparalleled stamina across two historic eras of leadership for Travel North Tahoe Nevada, first completing two, three-year terms from 2009 to 2015, and returning for an incredible nine-year tenure from 2017 to June 30th, 2026; and

WHEREAS, throughout his combined 15 years of dedicated service, Bill has been a steadfast champion for the economic vitality, cultural preservation, and environmental stewardship of North Lake Tahoe, proving he can handle regional destination management just as well as he handles a chaotic August Saturday afternoon at the Lodge; and

WHEREAS, his strategic vision has helped navigate the organization through shifting tourism landscapes, unprecedented global challenges, and countless meetings that *definitely* could have been emails; and

WHEREAS, Bill's unique insight and collaborative spirit have left an indelible mark on our community, while his fellow board members have benefited immensely from his wisdom, his mentorship, and his ability to keep a straight face during tense budget debates; and

WHEREAS, having successfully completed his final nine-year stretch with exemplary conduct, the Board has determined that Bill has officially paid his debt to society and is eligible for immediate release into civilian life on June 30th;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors, staff, and community partners of Travel North Tahoe Nevada do hereby express our deepest gratitude, highest commendation, and official **Release Papers** to **BILL WATSON** for 15 total years of exceptional leadership, outstanding contributions, and visionary service to North Lake Tahoe.

BE IT FURTHER RESOLVED that Bill is hereby banned from completely ignoring our phone calls in the future or deny our requests to access that beautiful property just south of us, and that a copy of this proclamation be presented to him as a symbol of our enduring respect, admiration, and absolute envy of his newfound free time on this 17th Day of June 2026.

On this Seventeenth of June 2026

Eric Roe
Chair, Travel North Tahoe Nevada

Andy Chapman
President/CEO, Travel North Tahoe Nevada

TRAVEL
NorthTAHOE
NEVADA



Departmental Reports

62 ABOVE

LAKE
TAHOE
TRAVEL



REPORTING

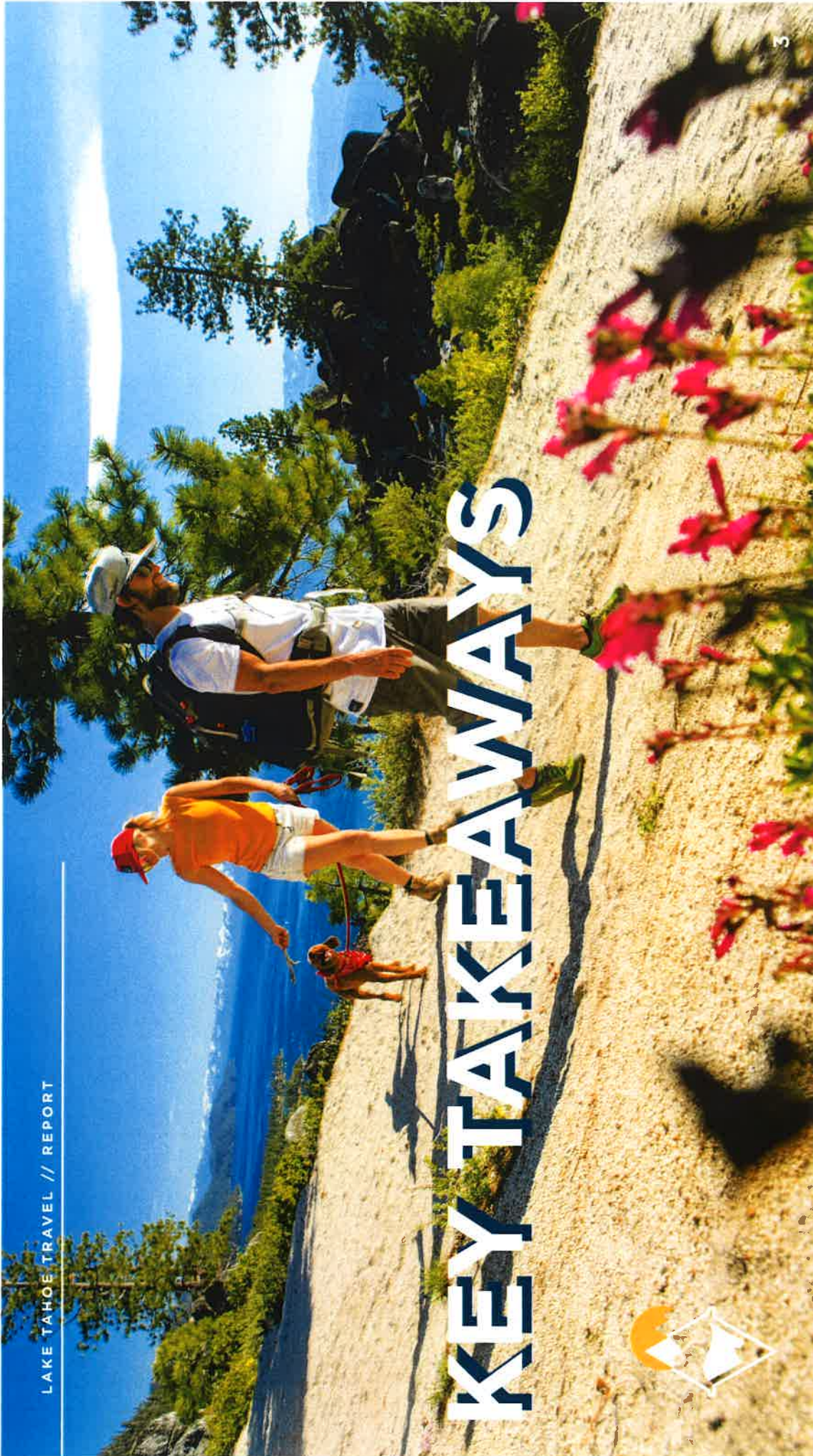
May 2026

TABLE OF CONTENTS

◆ Key Takeaways	03 - 08
◆ Consumer	09
Paid Media	10 - 20
Social Media	21 - 30
Public Relations	31 - 36
◆ Meetings	37
Paid Media	38 - 39
◆ Website	40 - 45

LAKE TAHOE TRAVEL // REPORT

KEY TAKEAWAYS



CONSUMER

PAID MEDIA

FULL FUNNEL STRATEGY FOR SPRING CAMPAIGNS MOVED TRAVELERS FROM INSPIRATION TO TRIP PLANNING

28M Impressions

From March - May for the Spring campaign across video, search, social, display and native placements

Conversion Growth

Paid media events increased significantly throughout the spring campaign with a 121% increase MoM in May. As the spring campaign progressed, consumers became more likely to take conversion related actions and the strongest conversion activity occurred in the final month of the campaign.

98K Engagements

Strong meaningful engagements throughout the campaign signifies travelers were actively interacting with LTT content across social channels at all levels of the trip planning funnel

41.5K Sessions

Paid social made up the majority of paid site traffic, while CPC, Display, and Native channels complemented performance by reaching users across multiple stages of the planning journey.

Data from March 1st - May 31st, 2026

CONSUMER PAID MEDIA ACTIVATED ON:

CTV

OLV

Google Search

Meta

Display

Native

CONSUMER

SOCIAL MEDIA

ACTIONABLE TRIP-PLANNING CONTENT INCREASED ENGAGEMENT ACROSS CHANNELS.



55% ↑ MoM

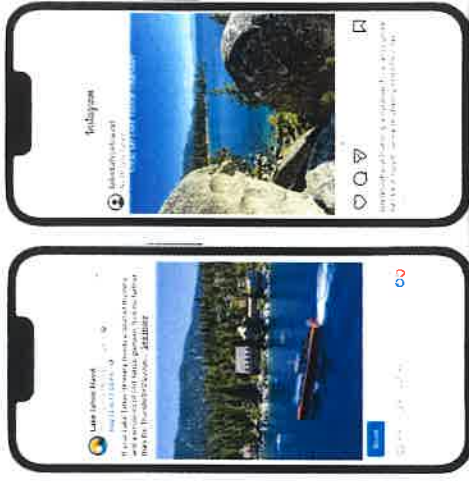
Post engagements increased by 55% MoM. While Engagement Rate remained steady month over month at 3.12%.



260% ↑ MoM

Shares increased to 501 this month. Additionally saves on Instagram jumped from 54 in April to 628 in May an increase of 1,063%.

Planning content featuring itineraries were the top performers across Facebook ("Thunderbird Lodge" post) delivering clicks and Instagram ("UGC Itinerary" post) delivering shares and saves.



ADDITIONAL SOCIAL MEDIA TAKEAWAYS

Instagram experienced the highest total engagement since the launch of the new brand this month at 4,639 total engagements.

Facebook link clicks saw month-over-month increases, climbing from 16 in April to 103 in May, primarily driven from the "Thunderbird" itinerary post.

Follower count continues to grow; Facebook added 170 new followers this month, however, Instagram declined due to automatic deletion of inactive followers.

CONSUMER

24
Pieces of
Coverage

Avg. Domain
Authority: 66

*Facilitated & Non-Facilitated

TRAVEL+
LEISURE

The
Miami

Frommer's

NATIONAL
GEOGRAPHIC

ELITE
TRAVELER

PHOENIX

Elite Traveler

Yahoo/
travel

PUBLIC RELATIONS

SECURED
IMPACTFUL
COVERAGE IN
NATIONAL TRAVEL
PUBLICATIONS

ACTIVITIES

Media communication;

Pitched milestone celebration travel and seasonal spring destination highlights

Media planning; Prepared

talking points for Travel Nevada's Outside Days media/influencer activation

Media and influencer FAMs; Planned and hosted 2 influencer and 2 press visits in the month of May

MEETINGS

499

LINK CLICKS

In May VIA62 was the only active channel for the meetings campaign, delivering targeted retargeting efforts directly to **ConferenceDirect** attendees, one of the most qualified planner audiences available.

406K

IMPRESSIONS

The meetings campaign **delivered 406,607** total impressions across active channels, with VIA62 driving strong programmatic scale at an efficient CPM of \$3.91.

PAID MEDIA

PAID MEDIA PERFORMED EFFICIENTLY ACROSS THE BOARD, REACHING QUALIFIED PLANNERS AT A STRONG RETURN ON SPEND.

Data from May 17th - 21st, 2026

MEETINGS PAID MEDIA ACTIVATED ON:

VIA62

OVERALL

46K SESSIONS
Decreased by 26% month over month likely due to planned changes in media and weather shifts. Despite decline, **engagement rate increased from 29% to 37.2%**. Organic Search, Paid Search, Paid Social and Direct channels drove majority of sessions. Top pages were homepage, spring, events and summer.

Q Seasonal Shifts
Organic Search Impressions increased by -6% and clicks decreased by -12% due to weather related changes as road conditions dropped. Events have risen in interest month over month, while overall position (9.2) and homepage position (10.3) remains steady.

WEBSITE
CAPTURING AN ENGAGED USERS & OPTIMIZED PERFORMANCE, DESPITE CHANGES DUE TO PAID MEDIA & SEASON SHIFTS

ADDITIONAL WEBSITE TAKEAWAYS

Sessions from Paid Social decreased by 58%, due to planned changes to paid media as Spring campaign wrapped throughout May.

Weather condition pages and keywords decreased while events and summer-related keywords increased bring events page to top page for page clicks.

Desktop and Mobile website health remained steady across all categories except SEO which increase to 100 for desktop and 99 for mobile.

8



May/June 2026
Sales Report

TURNED DEFINITE

1. Nike. Inc., - Broken Arrow Trail Conn Western States - 6/14/26 - 6/26/26, 173 rooms and 20 people
2. Thrivent Financial for Lutherans - 2027 Summit Circle - 3/9/27 - 3/15/27, 832 rooms and 400 people
3. FamilyLife - Weekend to Remember Lake Tahoe Spring 2027 - 4/7/27-4/11/27, 381 rooms and 575 people
4. Credit Union Executives Society - ExecuNet 2027 - 8/13/27 - 8/20/27, 378 rooms and 125 people

NEW MEETINGS & RFPs DISTRIBUTED

1. Copeland LP - 2026 CET Offsite/Team Building Retreat - 7/21/26-7/23/26, 45 rooms and 15 people
2. Factory AI - All Company Offsite - 8/3/26 - 8/4/26, 200 rooms and 100 people
3. Socure Corporation - Commercial Training Offsite August 2026 - 8/24/26 - 8/26/26, 225 rooms & 75 people
4. Logicalis - National Health Care AI Event - 10/20/26 - 10/22/26, 148 rooms and 75 people
5. Keira Brinton LLC - Live Event - 10/25/26 - 10/27/26, 300 rooms and 250 people
6. AVEO Pharmaceuticals, Inc. - AVE04 Presidents Club - 5/2/27 - 5/6/27, 50 rooms and 19 people
7. California New Car Dealers Association - CNCDE 2027 June Board Meeting - 6/17/27 - 6/17/27, 36 rooms and 36 people
8. National Asphalt Pavement Association - 2027 NAPA Midyear Meeting - 7/9/27 - 7/14/27, 733 rooms and 375 people
9. Common Ground Alliance - 2027 CGA Summer Committee Summit - 7/18/27 - 7/22/27, 354 rooms and 175 people
10. United Planners Financial Services of America - 2027 Shindig - 7/28/27 - 7/31/27, 155 rooms and 50 people
11. Southern Association of College and University Business Officers - SACUBO 2027 Board Retreat - 9/2/27 - 9/4/27, 61 rooms and 28 people
12. National Association of Dealer Counsel - 2028 Member Conference - 4/21/28 - 4/26/28, 708 rooms and 300 people
13. Meeting Management Services - Elite Client Conference - 4/29/28 - 5/4/28, 504 rooms and 104 people
14. Peake Media - 2028 Club Solutions Leadership Summit - 5/15/28 - 5/18/28, 257 rooms and 75 people
15. California Park & Recreation Society - Management School - 11/3/28 = 11/9/28, 1,065 rooms and 175 people

16. United Planners Financial Services of America - 2029 Executive Summit - 10/2/29 - 10/7/29, 125 rooms and 50 people

17. VSP Vision Care - VSP Sales Awards 2030 - 4/28/30 - 5/1/30, 480 rooms and 150 people

SITE VISITS & SALES CALLS

- Hosted site visit for FilmNV on May 1
- Joined Elevated FAM with RenoTahoe on May 4
- Hosted Volaris FAM on May 5 with Travel Nevada
- Attended Reno Tahoe Territory Meeting on May 13
- Hosted (4) travel advisors on Air Canada FAM May 13-15
- Attended Visit California International Committee meeting on May 15th
- Attended IPW Conference May 17-21, [contacts](#) shared with stakeholders
- Attended Outside Days May 29-31 on behalf of Reno Tahoe Territory

CONFERENCE SALES PROJECTS

- Planning Annual DOS meeting for all conference stakeholders to review FY26/27 sales plan on June 25th
- Planning Summer Newsletter to be distributed on 6/18 to 9,270 meeting planners and 5,000 travel advisors ([View analytics - tabs 1 & 2](#))

CHICAGO REP EFFORTS

- May 13 - Visit California Roadshow to Washington DC
- June 23 - Reno Tahoe Midwest Sales Mission

MAY 2026 PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

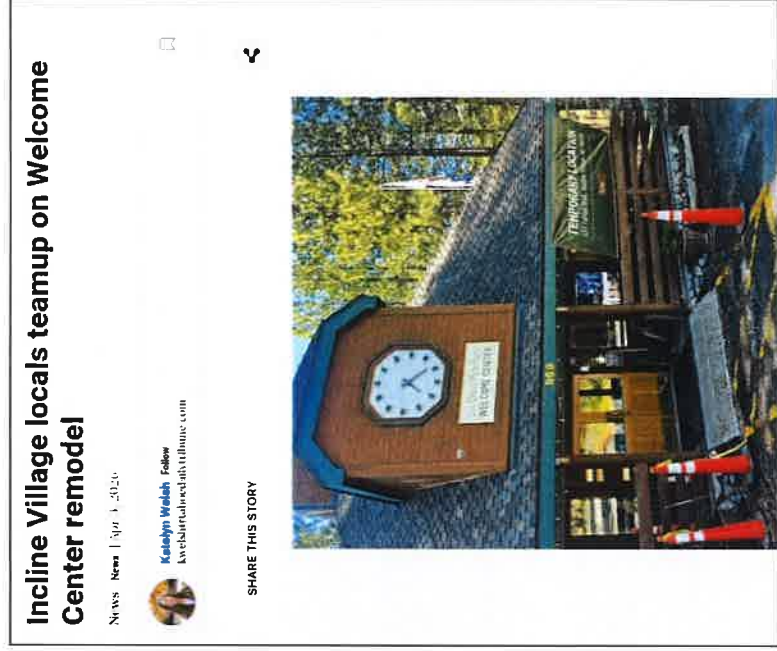
PUBLIC AFFAIRS



OVERVIEW

In May 2026, The Abbi Agency and Travel North Tahoe Nevada (TNTNV) continued raising awareness of TNTNV's initiatives in the North Lake Tahoe community.

TAA's efforts included drafting Andy's RTAA Application, finalizing and distributing May's newsletter, working to place Andy's Op-Ed and finalizing TNTNV's Partnership Scorecard organizations for 2026.





Travel North Tahoe Nevada RTAA APPLICATION

INTEREST AND EXPERIENCE

Education and Qualifications

Please share education or training relevant to the board to which you are applying, including professional designations or certifications that uniquely qualify you for the service on the board, and how you are positioned to represent the interests of consumers of services provided at the airport (as required pursuant to the Reno-Tahoe Airport Authority Act)

I have been raised in Nevada and over the past 25+ years, I have built my career in Lake Tahoe's tourism, destination management and transportation sectors, gaining practical, hands-on experience and knowledge that aligns with the responsibilities of dutifully serving on RTAA's Board.

As President and CEO of Travel North Tahoe Nevada, the public agency responsible for destination management and marketing for the Nevada's North Shore of Lake Tahoe, I lead efforts to promote tourism, manage visitor demand and support North Shore's local economy. This work requires close collaboration with RTAA and other partners, as the airport serves as the primary gateway to Lake Tahoe for the majority of our visitors traveling to and throughout the Tahoe region.

In addition, I have had the pleasure of serving on several regional boards, including the Tahoe Transportation District where I serve as Chair, as well as the Reno-Sparks Convention and Visitors Authority, the Lake Tahoe Stewardship Council, and the Washoe Tahoe Housing Partnership. It's through these roles that I have developed strong experience in public governance and cross-agency collaboration, along with a clear, working understanding of the traveler experience, positioning me to represent the Tahoe voice.

Lake Tahoe is deeply reliant on access through RNO, and I am ready to bring a clear understanding of that relationship and stand ready to serve as a steady and informed voice for the Tahoe region by representing the interests of the visitors, residents, and businesses who depend on our Reno-Tahoe Airport.

Interest in Board Appointment

Briefly explain why you would like to be appointed to this board.

The RTAA board aspires to "represent our diverse community and amplify the values and attributes that make up our magnificent region." To do that effectively, I believe it is essential that the Tahoe community to have a strong voice on the RTAA board; the Tahoe region has had a longstanding voice on the RTAA Board through past RSCVA appointments, including most recently Pascal Dupuis. A significant portion of inbound visitation to northern Nevada that comes through RNO is coming specifically to visit Lake Tahoe and those communities deserve a voice in the oversight and direction of the airport. Having spent over two and a half decades working across tourism, transportation, and regional partnerships, I'm prepared to contribute on

A New Chapter for Lake Tahoe
By Andy Chapman, President/CEO, Travel North Tahoe Nevada

There's a moment, usually just after sunrise, when Lake Tahoe seems to hold its breath. The water settles into stillness and turns to glass, and the basin finds a quiet peace that is becoming increasingly rare to find in the world these days. For those of us fortunate to call a place like Lake Tahoe home, the lake is more than an amenity. It's our anchor.

Here in Lake Tahoe, that feeling guides the very heart of our new consumer brand, *Lake Tahoe Travel*. In a collaboration uniting Travel North Tahoe Nevada, North Tahoe Community Alliance, and the 12 towns along North Lake Tahoe, this new branding is more than a new name. It's an embodiment of a feeling that we all experience here. The purpose is twofold: to protect the spirit of Lake Tahoe while sustaining the local economy that keeps its heartbeat strong.

Like the mighty Sugar Pine, our new brand is rooted in our local communities, with sustainability and stewardship at the center. It speaks to the kind of visitor who, just like us, understands that Tahoe is a force of nature — powerful, wild, and meant to be experienced with respect. We are calling for the travelers seeking thrill and peaceful escape with intention, many of whom already have a deep connection to the lake and return because something here calls them back. These are the visitors who lace up their hiking boots with purpose, who honor the "pack it in, pack it out" ethos, and who value all the rich experiences Tahoe has to offer.

With *Lake Tahoe Travel*, we're continuing to embrace what we've always believed — that adventure, wildness, and peace aren't just what draws people here; they're what's worth protecting. Now more than ever, we understand the environmental pressures the lake faces and the delicate balance required to welcome visitors while safeguarding our fragile ecosystem.

At the same time, equally fragile is the tourism ecosystem that drives our community, and we need to be honest about the realities we're quickly facing. Visitor tax revenues generated from overnight stays support our mission of keeping Tahoe how we know it. Yet, the demand on room tax revenues continues to grow, outpacing current needs and placing increasing pressure on the sources that sustain our quality of life. Like many destination communities, we experience both the blessings and vulnerabilities of a tourism-dependent economy. North Lake Tahoe has lived through both sides of that reality, and as visitation patterns evolve, the strain on limited room tax revenues underscores the need for a thoughtful, sustainable path forward.

That is precisely why our revamped brand matters. Responsible and sustainable tourism are not just trends; for us, they are necessities. We welcome all who come to experience and enjoy Lake Tahoe and invite them into a shared commitment to protect it, strengthening our economy while protecting the environment that makes it possible.

To the residents, business owners, workers, and partners who shape the Lake Tahoe experience: this brand is built with you in mind, and not just for visitors. It's our promise to protect the place we love, to support our economy, and to preserve the wild and untamed magic of Tahoe for generations to come.

The lake is our anchor, and together we will keep it steady.

Let's dive in.



Status: Submitted to the Nevada Independent and awaiting a response after pitching to the Reno Gazette Journal as the first outlet of choice.

Welcome Center Remodel Update & Where to Find Us

If you haven't seen it yet, construction is well underway on TNTNV's long-planned Welcome Center remodel! Following demolition, crews are now busy with framing as the project moves along.

This project is funded through previously allocated funds and built with local contractors and crew, meaning those dollars are staying right here in the community where they belong. Big thanks to Smith Design Group and Fortress Construction for teaming up with us to make this project come to life. See the progress yourself in this Tahoe Daily Tribune article: [Incline Village locals team up on Welcome Center remodel](#).

When we reopen, the facility will be more functional and ready to serve residents and visitors the way they deserve to be served. In the meantime, our Welcome Center and administrative offices have temporarily relocated to 937 Tahoe Boulevard, Suite 150, operating Mon-Fri from 9AM-5PM and Sat from 10AM-4PM.

Same team, same hours, just a new address (for now). We appreciate your patience and look forward to welcoming you back to our new center later this month, or our temporary one in the meantime!

And speaking of showing up, Dale is back on the Trail!

If you've spent time on the East Shore Trail, chances are you've crossed paths with Dale. We're lucky to have this longtime Tahoe resident back for another summer as one of TNTNV's most valuable resources.

Dale will be out on the East Shore Trail Information Booth at the Tunnel Creek entrance, ready to answer any questions, share his local knowledge and make sure every person on the trail gets the most out of their time. If you see him out there, bring a friend, say hello and ask some questions!

[Read the Tahoe Tribune article!](#)

UPCOMING



Items for June

- Following up with The Indy on status of the Op-Ed submission.
- Continued pitching for Tunes on Tap.
- Drafting Op-Ed contribution to Moonshine Ink.
- Drafting the New Board Appointment press release.
- Various pitching angles including:
 - "Know Before You Go"
 - July 4th Heroes
 - Gambler's Run Concert
 - Parking lot expansions
- Finalizing Partnership Scorecard for review and next steps.



THANK YOU

CONTACT

bschue@theabbiagency.com

775.351.3317

theabbiagency.com

Travel North Tahoe Nevada
Greg Long
COO Monthly Report
June 17, 2026

Objective #1: Amplify Our Message

- Help with new destination Visitor Guide
- Work on design of new backlit displays at Welcome Center
- Website coordination

Objective #2: Maximize Brand Lift

- Provide input on destination map revise
- Manage social channels

Objective #3: Invest In Stewardship

- Communicate to visitors our stewardship principals at Welcome Center
- Participated in RTT cleanup day in South Lake Tahoe

Objective #4: Leverage Partnerships

- Elected to the RSCVA Executive and Legislative committee
- Attended Reno Tahoe Territory Meetings
- Attended RSCVA Board Meetings
- Attend weekly Co-op Marketing meetings
- Continue treasurer duties for RTT

Objective #5: Fine Tune Operations

- 26/27 Budget work
- Operating Thunderbird Tours
- Onboarding new financial company
- Remodel oversight
- Manage Visitor Service Staff
- Staff planning for summer 2026
- Review and revise visitor focused collateral
- Inventory management