

TRAVEL
North
TAHOE
NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday July 15th, 3pm

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 the Travel North Tahoe Nevada Welcome Center located at 969 Tahoe Blvd., Incline Village NV 89451.

Public Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Travel North Tahoe Nevada, at <https://travelnorthtahoenevada.com/> and NRS 232.2175 at <https://notice.nv.gov>.

Public Comment

Public Comment will be at the beginning and ending of this meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the TNTNV clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

Supporting Materials

Supporting materials for the meeting are available on the TNTNV website at <https://travelnorthtahoenevada.com/>. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board of Directors may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

AGENDA

- | | |
|---|-------------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for the public to comment on any matter whether or not if it is included on this agenda. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Board Chair 2025/26 Welcome and Platform (10 min) | Chair |
| V. New Board Member Welcome – Evan Roa (5 min) | Chair |
| VI. Approval of June 2026 Board Meeting Minutes (For Possible Action) | Chair |
| VII. Review of June Preliminary Financial Statements (10 min)
(For Discussion Only) | CFObd/Long |
| VIII. Strategic Plan: Year-Three Board Priority Discussion (20 min)
(For Possible Action) | Board |
| IX. Review of FY 2026/27 CEO Goals and Objectives (20 min)
(For Possible Action) | Board |
| X. Presentation on FY 2026/27 North Lake Tahoe Coop Plan (20 min) | 62Above |
| XI. Community Engagement Contractor Position Update (5 min) | Chapman |
| XII. Sales Department Update (10 min) | Peterson |
| XIII. Old Business | Chair |
| XIV. New Business | Chair |
| XV. 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 |
| XVI. Director Comments | Chair |
| XVII. 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 |
| XVIII. Adjournment – (For Possible Action) | |



**June 2026 Board Meeting Minutes
Travel North Tahoe Nevada
Wednesday, June 17th, 2026, 9:00am**

I. Call to Order/Roll Call

Eric Roe

The Travel North Tahoe Nevada Board Meeting was called to order at 9:00am by Chair Eric Roe. Roll call was taken. The following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, Eric Roe, and Pascal Dupuis. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Bart Peterson, Director of Sales, and Kim Warren, Executive Assistant. Others in attendance: Debbie Russell from CFO by Design. 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

Motion to approve the June 17, 2026 agenda, with flexibility as waiting for financial team, by Bill Watson. Second by Claudia Andersen Approved.

IV. Approval of May 2026 Board Meeting Minutes

Eric Roe

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

V. Review of May Financial Statements

CFObd/Long

Debbie Russell from CFO by Design reviewed May 2026 financials, covering cash trend, cash balance, operating cash, brokerage and savings accounts; she noted remodel expenses. Russell summarized current liabilities, compared to last year, and noted reasons for variance.

Russell reviewed total net assets and showed income statement graphs. She highlighted total operating revenue by month and year-to-date while adding room tax revenue details. Russell shifted to the expense side reporting for the end of May, noting what contributed to the variance (meeting

expenses and personnel are under budget, admin above). Revenue sources and expenses were discussed, and a year-to-date summary was provided.

Pascal Dupuis inquired about the cleaning up of the financials. Greg Long shared, after big efforts, things have been reallocated properly, and the financials are right on.

Andy Chapman noted YTD comparative statement of activities, opened the discussion to questions. Long noted \$350,000 less in revenue than budgeted and the process of cutting expenses greatly.

Chapman mentioned that a CFObd team member we were working with is no longer with CFObd so the onboarding that was done will need to be repeated.

Motion to approve the May Financial Statements by Claudia Andersen. Second by Bill Watson. Approved.

VI. FY 2026/27 Revenue and Expense Budget

Chapman/Long

CEO Andy Chapman started with the 26/27 projections and noted some significant changes.

COO Greg Long provided more specifics around projected revenue and noted merchandise sales are projected to be down (only 11 months of revenue). Ticket Sales are projected to be down a little as one of the Thunderbird Lodge daily tours was eliminated.

Long noted the projection of funds transfers going up, thinking the TOT collections will be up about 2.8%. Chapman shared May numbers are looking good per our RSCVA contact. Long reported interest revenue will be down since the balance dropped greatly due to remodel. Health insurance costs are going up since Kim Warren is shifting to full time and will now qualify for benefits.

Long and Chapman spoke about changes in Contract Services and months when the expense will be greater (during Legislative session). The Abbi Agency expense has decreased, focusing on more targeted efforts.

Remote offices expense is going up because some previous employees will be moved to this independent contractor category, including the return of the Community Outreach Specialist. Remote offices also includes our Sales Rep in Chicago.

The Advertising Coop expense is decreasing from \$550,000 to \$450,000. There have been some shifts to Sponsorship and Sustainability, some have moved across the two categories. Chapman summarized that this lean budget shows a significant reduction in expenses. He reminded the group this is a working budget.

Questions and discussion around specific line items followed.

Motion to approve the FY 2026/27 Revenue and Expense Budget by Claudia Andersen. Second by Pascal Dupuis. Approved.

VII. Appointment of Evan Roa as New Board Member for 2026-2029 Term **Roe/Chapman**

CEO Andy Chapman shared the nominating committee recommends board approval for Evan Roa to be appointed to the open board seat. Roa is the owner of Tunnel Creek Cafe and Incline Bak'd and he is looking forward to getting involved. Roe added his thoughts in support of Roa becoming a board member.

Motion to approve the Appointment of Evan Roa as New Board Member for 2026-2029 Term by Bill Watson. Second by Darya Shahvaran. Approved.

VIII. FY 2026/27 Board Officer Appointment **Roe/Chapman**

Andy Chapman noted TNTNV officers hold a one-year rotating position. Staff thanked and recognized Eric Roe for his service as Board Chair. Chapman noted new officers are appointed at the June meeting for the following fiscal year. A suggested officer list was presented.

Pascal Dupuis – Chair
Claudia Anderson – Vice Chair
Darya Shahvaran – Secretary / Treasurer
Eric Roe – At Large Board Member
Evan Roa - At Large Board Member

Motion to adopt the FY 2026/27 Board Officer Appointment by Bill Watson. Second by Darya Shahvaran. Approved.

IX. FY 2026/27 North Tahoe Marketing Committee Appointment **Andy Chapman**

Andy Chapman noted the North Lake Tahoe Marketing Cooperative is made up of four members each from the Travel North Tahoe Nevada and North Tahoe Community Alliance. Each of the two partners appoints four members to the committee. The current TNTNV members are Chapman, Eric Roe, and Andrew Gauthier. Kressa Olguin was our fourth member but resigned due to moving out of the area. Chapman has been in conversation with Mike Pierce, Mt. Rose marketing director.

The TNTNV Board is to appoint four candidates as our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for FY 2026/27. The candidates to consider are Eric Roe, Andrew Gauthier, Mike Pierce, and Andy Chapman. Chapman noted the members on the NTCA side.

Motion to approve the FY 2026/27 North Tahoe Marketing Committee Appointment by Claudia Andersen. Second by Bill Watson. Approved.

X. FY 2025/26 Sponsorship Support Review and Discussion **Chapman/Long**

CEO Andy Chapman provided an update on TNTNV's Sponsorship and Stewardship financial support for the 2025/26 fiscal year totaling the amount of \$240,000. Chapman presented a list categorizing the sponsorship support in three categories aligned with organizational mission (Support a Vibrant Economy, Enhanced Community Character, Foster Environmental Stewardship).

He reviewed sponsorships and gave more details on the support areas and efforts. Pascal Dupuis shared thoughts on finding new areas and shifting some support. Chapman shared he looked at a three-year involvement and consider where our money can have a bigger impact.

A point was made to make sure people know that TNTNV covers expenses for the airport shuttle.

**XI. CEO Annual Review and Performance Merit Evaluation
for Future Salary & Incentive Plan**

Chair/Board Members

The TNTNV Board reviewed the prior year performance of CEO Andy Chapman. Prior to the meeting, each board member submitted their review to COO Greg Long who compiled all the information. Chapman summarized what is in the packet. He provided his self-evaluation and strategic goal review, goals and objectives, and what was achieved. Chapman shared data on comparatives for CEO compensation. Pascal Dupuis summarized group's previous discussions around salary and bonus incentive structure.

The group discussed Chapman's performance, salary and merit increase, and the fact that the updated bonus plan will not take effect until next year.

Motion to provide an annual increase to the CEO's pay salary in the amount of 3% by Bill Watson. Second by Pascal Dupuis. Approved.

Discussion moved to merit-based bonus. Board members shared thoughts, reflections, and accolades.

Motion to award 20% annual bonus to Chapman by Claudia Andersen. Second by Pascal Dupuis. Approved.

XII. Sales Department Update

Bart Peterson

Director of Sales Bart Peterson spoke of his fellow team members and provided a recap of this fiscal year, sharing how the team went to market. He noted the biggest win of year was introducing the new coop brand, making it visible in all events and included in sales mission.

Peterson showed Visa Vue data, covered recent trends, and noted travel is down. He shared marketing updates and efforts (newsletters, videos, digital platforms), noted conferences and partnerships, and said the team focuses on our region's offerings.

Peterson highlighted programs that turned definite. He also covered new meetings & RFPs distributed. He noted site visits and sales calls, conference sales projects, and additional rep efforts.

Peterson shared a comprehensive calendar that showed previous efforts and the proposed schedule for this year. He noted the team is looking for higher end buyers. He spoke of specific conferences and the reasoning behind determining involvement.

The group acknowledged Peterson's efforts and the contributions he and his team make.

XIII. Recognition of Outgoing Board Member Bill Watson **Chair/Board/Staff**

Board member Bill Watson terms off the TNTNV Board of Directors June 30, 2026 after serving a combined 15 years. The group recognized his commitment and contribution.

XIV. Old Business **Eric Roe**

None

XV. New Business **Eric Roe**

Andy Chapman reported Kirstin Guinn, who manages marketing side of the coop, gave her notice. Greg Long shared we will be moving back into our building June 29th.

XVI. 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

All reports in meeting packet.

XVII. Director Comments **Eric Roe**

XVIII. 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

XIX. Adjournment **Eric Roe**

Call to adjourn by Eric Roe. Adjourned at 11:05am.

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

Crystal Bay Post Office

Travel North Tahoe Nevada Welcome Center

IVGID Office

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



Financial Statements

For the period ending YTD June 30th, 2026

Index:

Page 1	Financial Summary
Page 2-3	Dashboards
Page 4	Statement of Financial Position
Page 5	Statement of Financial Position Ratios
Page 6	Statement of Activities - YTD
Page 7	Statement of Activities – Month Only

Travel North Tahoe NV
Summary of Financial Information
June 2026

Below is a summary of your financial reports. The detailed financial statements are attached for your review.

Statement of Financial Position

Assets – As of June 30, 2026, total assets are \$1,698,422, an increase of \$261,571 (18.2%) compared to June 2025. Cash totaled \$559,131, a decrease of \$587,994 (51.3%) from the prior year. This decrease is primarily attributable to the significant office remodel completed during the year and related project expenditures. Accounts Receivable increased to \$204,557, while Other Receivables and Prepaid Expenses increased as a result of project-related activity and timing differences.

Liabilities – Total liabilities are \$298,302, an increase of \$246,707 (478.2%) compared to June 2025. The increase is primarily due to higher Accounts Payable associated with the remodel project and the recognition of Deferred Revenue totaling \$130,066.

Net Assets – Total Net Assets as of June 30, 2026 are \$1,400,120, an increase of \$14,865 (1.1%) compared to June 2025. Although current-year operating results remain positive, Net Assets increased at a slower pace than the prior year due primarily to lower operating revenues.

Trend Balance Sheet Ratios

Operating Cash (number of days of operating cash available) is 81 days at June 30, 2026. While lower than the prior year, the decrease is consistent with the planned use of cash for capital improvements and office renovations.

The Current Ratio is 5.28, indicating the organization continues to maintain a strong ability to meet its short-term obligations.

The Leverage Ratio remains 0, indicating the organization continues to finance operations primarily through net assets rather than long-term debt.

Year-to-Date Statement of Activities

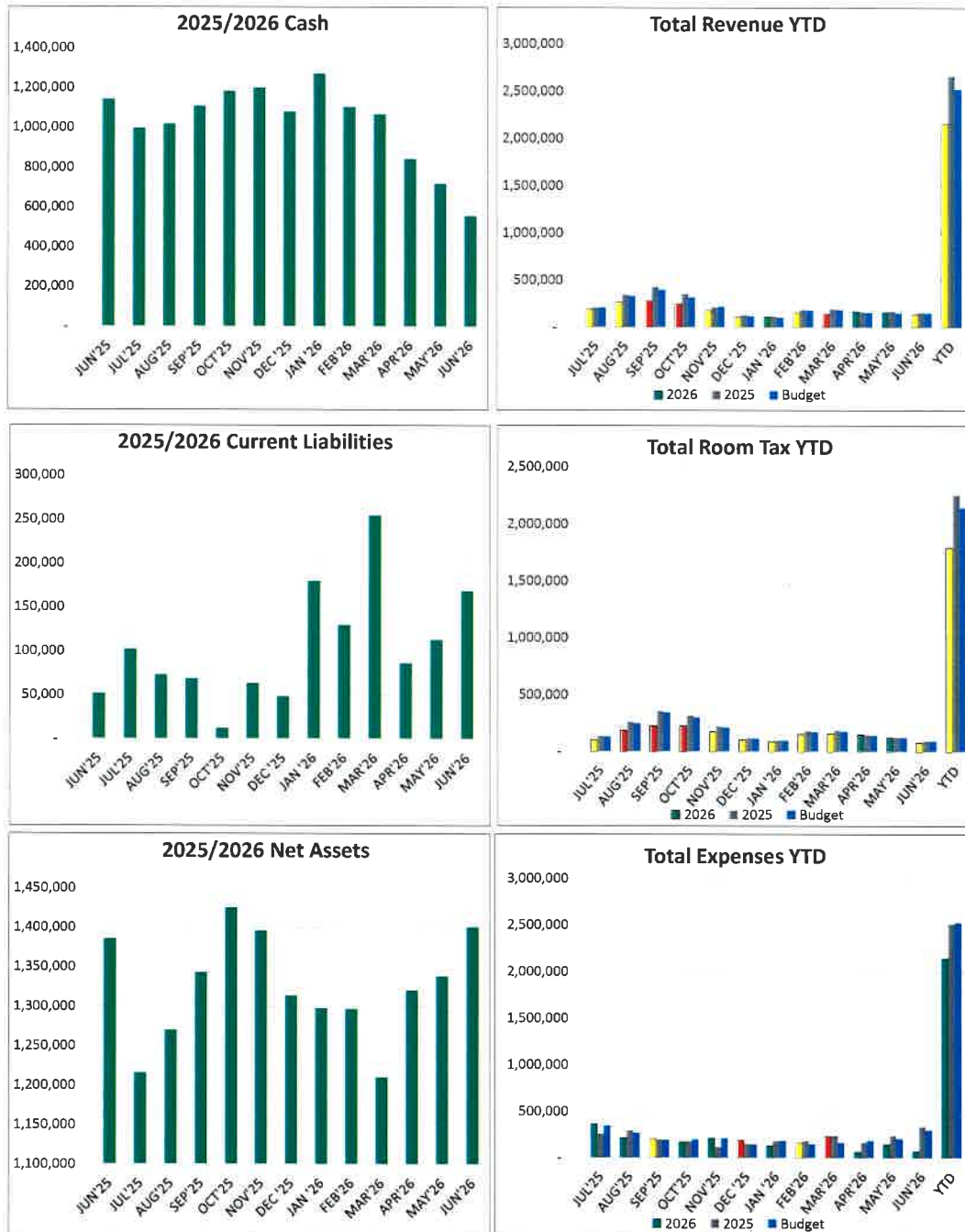
Revenues – Total operating revenue through June 30, 2026 is \$2,112,497, which is \$361,979 (14.6%) below budget and \$498,902 (19.1%) below the prior year. The primary driver is Room Tax revenue, which is \$353,094 below budget and \$466,073 below the prior year. Concierge revenue exceeded budget by \$6,649, partially offsetting the decline in Room Tax revenue.

Expenses – Total Program Expenses are \$2,293,245, which is \$229,231 (9.1%) below budget and \$165,742 (6.7%) below the prior year. Significant favorable variances include Shuttle Subsidy/Sponsorship, Sustainability Initiatives, Sponsorships, and Advertising Co-op expenses, which helped offset lower-than-budgeted revenues. Personnel Costs also remained below budget by \$44,910 (5.0%).

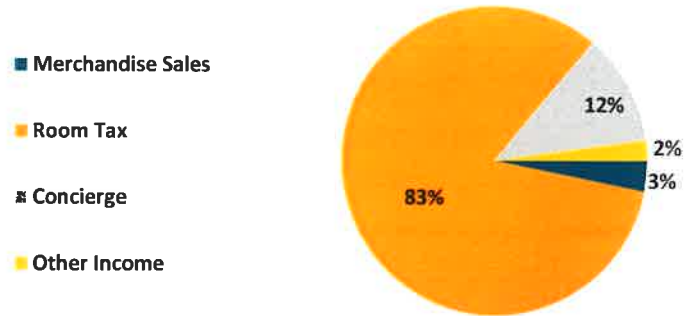
Net Income/(Loss) – Change in Net Assets through June 30, 2026, is \$14,865, compared to break-even budget expectations. Although operating revenues were below budget, expense management and favorable non-operating activity helped produce a positive year-to-date change in Net Assets. Compared to June 2025, Change in Net Assets is \$136,121 lower, reflecting the impact of reduced Room Tax revenues during the current year.

Travel North Tahoe NV
Financial Dashboard
For the period ending June 30th, 2026

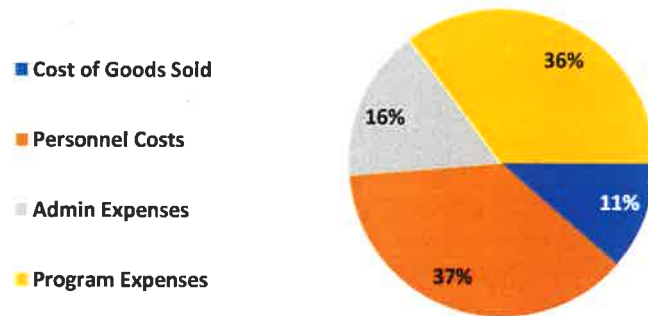
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance



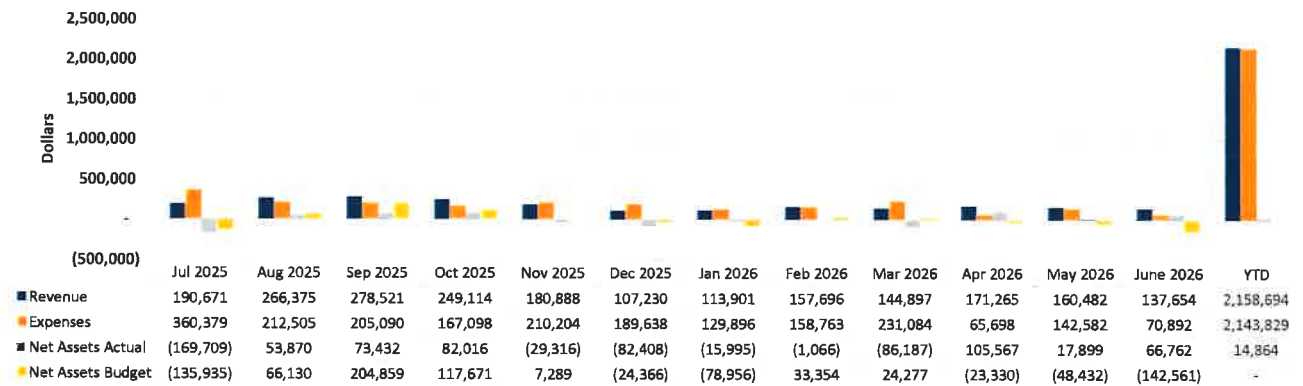
Summary of Revenues



Summary of Expenses



YTD Operating Performance



Travel North Tahoe NV
Comparative Statement of Financial Position
For the periods ending June 30th, 2026 and June 30th, 2025

	June 2026 \$	June 2025 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash				
Operating Accounts	106,618	936,313	(829,695)	(88.6%)
Brokerage Account	321,257	300,019	21,239	7.1%
Savings Account	130,225	(102,725)	232,950	226.8%
Petty Cash	631	631	-	-
Cash In Drawer	400	10,169	(9,769)	(96.1%)
Undeposited Funds	-	2,720	(2,720)	(100.0%)
Total Cash	559,131	1,147,126	(587,994)	(51.3%)
Accounts Receivable	204,557	53,892	150,665	279.6%
Other Receivable	104,022	-	104,022	100.0%
Inventory Asset	20,115	16,202	3,913	24.2%
Total Current Assets	887,826	1,217,220	(329,394)	(27.1%)
EQUIPMENT AND LEASEHOLD IMPROVEMENTS				
Building	223,101	223,101	-	-
Furniture, Fixtures & Equipment	81,901	77,950	3,952	5.1%
Intangible Asset - Domain Name	6,500	6,500	-	-
Less: Accumulated Depreciation	(87,920)	(87,920)	-	-
TOTAL FIXED ASSETS	223,582	219,631	3,952	1.8%
OTHER ASSETS				
Prepaid Expenses	587,014	-	587,014	100.0%
TOTAL OTHER ASSETS	587,014	-	587,014	100.0%
TOTAL ASSETS	\$ 1,698,422	\$ 1,436,851	\$ 261,571	18.2%
LIABILITIES				
CURRENT LIABILITIES				
Accounts Payable	149,480	53,093	96,387	181.5%
Accrued Payables	-	(6,274)	6,274	100.0%
Credit Cards	8,234	(5,746)	13,979	243.3%
Accrued Vacation	10,522	10,522	-	-
Total Current Liabilities	168,235	51,595	116,640	226.1%
Deferred Revenue	130,066	-	130,066	100.0%
TOTAL LIABILITIES	298,302	51,595	246,707	478.2%
NET ASSETS				
Unrestricted Net Assets	1,385,256	1,234,270	150,986	12.2%
Current Year Net Assets	14,865	150,986	(136,121)	(90.2%)
TOTAL NET ASSETS	1,400,120	1,385,256	14,865	1.1%
TOTAL LIABILITIES & NET ASSETS	\$ 1,698,422	\$ 1,436,851	\$ 261,571	18.2%

Travel North Tahoe NV
Statement of Financial Position Ratios
For the period ending June 30th, 2026

	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026
Cash ¹	167.73	144.66	147.74	160.69	171.68	173.97	156.58	184.39	159.98	154.79	122.17	104.02	80.91
Current Ratio ²	23.59	10.86	15.50	17.56	104.00	19.80	23.72	7.42	9.03	4.47	11.73	7.87	5.28
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 June 30th, 2026

	June 2026 YTD - ACTUALS		June 2026 YTD - BUDGET		VARIANCE TO BUDGET		June 2025 YTD - ACTUALS		Jun '26 TO Jun '25 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Merchandise Sales	69,466	3.3%	85,000	3.4%	(15,534)	(18.3%)	97,298	3.7%	(27,832)	(28.6%)
Room Tax	1,791,172	84.8%	2,144,266	86.7%	(353,094)	(16.5%)	2,257,244	86.4%	(466,073)	(20.6%)
Concierge	251,859	11.9%	245,210	9.9%	6,649	2.7%	256,857	9.8%	(4,998)	(1.9%)
TOTAL REVENUE	2,112,497	100.0%	2,474,476	100.0%	(361,979)	(14.6%)	2,611,399	100.0%	(498,902)	(19.1%)
PROGRAM EXPENSES:										
Cost of Goods Sold										
Cost of Goods Sold Merchandise	33,820	1.6%	42,500	1.7%	(8,680)	(20.4%)	40,871	1.6%	(7,052)	(17.3%)
Concierge Expense	227,454	10.8%	215,799	8.7%	11,655	5.4%	215,933	8.3%	11,521	5.3%
Sub-total Cost of Goods Sold	261,274	12.4%	258,299	10.4%	2,975	1.2%	256,804	9.8%	4,469	1.7%
Personnel Costs										
Payroll	618,436	29.3%	628,659	25.4%	(10,223)	(1.6%)	561,906	21.5%	56,530	10.1%
Employers Insurance of Nevada	1,012	0.0%	1,150	0.0%	(138)	(12.0%)	592	0.0%	420	70.9%
State Employer Taxes	2,841	0.1%	4,390	0.2%	(1,549)	(35.3%)	3,148	0.1%	(307)	(9.8%)
Federal Unemployment	354	0.0%	535	0.0%	(181)	(33.8%)	498	0.0%	(144)	(28.9%)
Public Employees Retirement Sys	159,979	7.6%	173,876	7.0%	(13,897)	(8.0%)	162,069	6.2%	(2,090)	(1.3%)
Employer Medicare/Soc Sec	12,156	0.6%	12,425	0.5%	(269)	(2.2%)	12,172	0.5%	(16)	(0.1%)
Health Insurance	58,610	2.8%	73,226	3.0%	(14,616)	(20.0%)	60,000	2.3%	(1,390)	(2.3%)
Employee Training	-	-	4,000	0.2%	(4,000)	(100.0%)	2,244	0.1%	(2,244)	(100.0%)
Payroll Expense	1,764	0.1%	1,800	0.1%	(36)	(2.0%)	2,974	0.1%	(1,210)	(40.7%)
Sub-total Personnel Costs	855,151	40.5%	900,061	36.4%	(44,910)	(5.0%)	805,603	30.8%	49,547	6.2%
Admin Expenses										
Utilities	9,930	0.5%	9,715	0.4%	215	2.2%	8,714	0.3%	1,215	13.9%
Bank & Cr Card Charges	23,365	1.1%	21,600	0.9%	1,765	8.2%	22,248	0.9%	1,117	5.0%
Office Supplies & Expenses	11,587	0.5%	15,000	0.6%	(3,413)	(22.8%)	20,719	0.8%	(9,131)	(44.1%)
Maintenance/Janitorial	9,428	0.4%	16,800	0.7%	(7,373)	(43.9%)	10,834	0.4%	(1,406)	(13.0%)
IT - Computers	2,775	0.1%	2,300	0.1%	475	20.6%	2,478	0.1%	297	12.0%
Postage & Freight	259	0.0%	475	0.0%	(216)	(45.4%)	122	0.0%	137	112.6%
Communications	8,501	0.4%	7,800	0.3%	701	9.0%	7,574	0.3%	927	12.2%
Printing Expenses	1,307	0.1%	2,000	0.1%	(693)	(34.7%)	784	0.0%	523	66.6%
Building Repairs & Insurance	8,385	0.4%	13,850	0.6%	(5,465)	(39.5%)	28,396	1.1%	(20,011)	(70.5%)
Legal & Accounting Services	37,500	1.8%	38,000	1.5%	(500)	(1.3%)	33,000	1.3%	4,500	13.6%
Contract Services	157,239	7.4%	155,100	6.3%	2,139	1.4%	193,647	7.4%	(36,409)	(18.8%)
Remote Offices	51,329	2.4%	42,000	1.7%	9,329	22.2%	42,000	1.6%	9,329	22.2%
Equipment Lease & Maint.	2,254	0.1%	2,050	0.1%	204	10.0%	2,282	0.1%	(28)	(1.2%)
Dues & Subscriptions	12,933	0.6%	8,010	0.3%	4,923	61.5%	16,808	0.6%	(3,875)	(23.1%)
License & Fees	20	0.0%	62	0.0%	(42)	(67.7%)	110	0.0%	(90)	(81.9%)
Travel & Lodging	28,172	1.3%	24,000	1.0%	4,172	17.4%	23,514	0.9%	4,658	19.8%
Local Transportation/Car	2,508	0.1%	1,250	0.1%	1,258	100.6%	1,521	0.1%	987	64.9%
Freight and Shipping Costs	598	0.0%	2,050	0.1%	(1,452)	(70.9%)	491	0.0%	106	21.7%
Web Development	59	0.0%	-	-	59	100.0%	10,479	0.4%	(10,420)	(99.4%)
Sub-total Admin Expenses	368,148	17.4%	362,062	14.6%	6,086	1.7%	425,722	16.3%	(57,573)	(13.5%)
Meeting Expenses										
Registrations	10,090	0.5%	2,850	0.1%	7,240	254.0%	3,983	0.2%	6,107	153.3%
Meeting Expenses	295	0.0%	5,750	0.2%	(5,455)	(94.9%)	3,222	0.1%	(2,928)	(90.9%)
Hospitality in Market	10,056	0.5%	12,000	0.5%	(1,944)	(16.2%)	10,246	0.4%	(190)	(1.9%)
Advertising Co-op	549,996	26.0%	550,000	22.2%	(4)	(0.0%)	649,750	24.9%	(99,754)	(15.4%)
Regional Marketing Programs	7,457	0.4%	6,000	0.2%	1,457	24.3%	3,689	0.1%	3,768	102.1%
Sponsorship	127,691	6.0%	175,064	7.1%	(47,373)	(27.1%)	140,914	5.4%	(13,223)	(9.4%)
Shuttle Subsidy/Sponsorship	30,390	1.4%	105,390	4.3%	(75,000)	(71.2%)	80,844	3.1%	(50,454)	(62.4%)
Sustainability Initiatives	69,071	3.3%	138,000	5.6%	(68,929)	(49.9%)	76,198	2.9%	(7,128)	(9.4%)
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	808,672	38.3%	1,002,054	40.5%	(193,382)	(19.3%)	970,857	37.2%	(162,185)	(16.7%)
TOTAL PROGRAM EXPENSES	2,293,245	108.6%	2,522,476	101.9%	(229,231)	(9.1%)	2,458,986	94.2%	(165,742)	(6.7%)
NET OPERATING INCOME	(180,747)	(8.6%)	(48,000)	(1.9%)	(132,747)	(276.6%)	152,413	5.8%	(333,160)	66.8%
Other Income	46,197	2.2%	48,000	1.9%	(1,803)	(3.8%)	50,663	1.9%	(4,466)	(8.8%)
Other Expenses	(149,416)	(7.1%)	-	-	(149,416)	(100.0%)	52,090	2.0%	(201,506)	(386.8%)
NET OTHER INCOME	195,612	9.3%	48,000	1.9%	147,612	307.5%	(1,427)	(0.1%)	197,039	(39.5%)
CHANGE IN NET ASSETS	\$ 14,865	0.7%	\$ -	-	\$ 14,865	100.0%	\$ 150,986	5.8%	\$ (136,121)	(90.2%)

Travel North Tahoe NV
Single Month Statement of Activities
For the month of June 2025

	June 2025 MONTH ONLY-ACTUALS		June 2025 MONTH ONLY - BUDGET		VARIANCE TO BUDGET		June 2025 MONTH ONLY - ACTUALS		Jun '25 TO Jun '25 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUES & OTHER SUPPORT:										
Merchandise Sales	3,829	2.9%	12,000	8.0%	(8,171)	(68.1%)	12,362	8.1%	(8,534)	(69.0%)
Room Tax	82,695	61.8%	92,135	61.8%	(9,440)	(10.2%)	94,151	61.6%	(11,456)	(12.2%)
Concierge	47,367	35.4%	45,000	30.2%	2,367	5.3%	46,284	30.3%	1,082	2.3%
TOTAL REVENUE	133,890	100.0%	149,135	100.0%	(15,245)	(10.2%)	152,797	100.0%	(18,907)	(12.4%)
PROGRAM EXPENSES:										
Cost of Goods Sold										
Cost of Goods Sold Merchandise	1,723	1.3%	6,000	4.0%	(4,277)	(71.3%)	6,362	4.2%	(4,639)	(72.9%)
Concierge Expense	40,976	30.6%	39,600	26.6%	1,376	3.5%	44,138	28.9%	(3,162)	(7.2%)
Sub-total Cost of Goods Sold	42,699	31.9%	45,600	30.6%	(2,901)	(6.4%)	50,500	33.1%	(7,801)	(15.4%)
Personnel Costs										
Payroll	98,900	73.9%	51,997	34.9%	46,903	90.2%	45,120	29.5%	53,780	119.2%
Employers Insurance of Nevada	-	-	500	0.3%	(500)	(100.0%)	-	-	-	-
State Employer Taxes	212	0.2%	300	0.2%	(89)	(29.5%)	274	0.2%	(63)	(22.9%)
Federal Unemployment	5	0.0%	15	0.0%	(10)	(65.5%)	37	0.0%	(32)	(86.1%)
Public Employees Retirement Sys	12,654	9.5%	14,666	9.8%	(2,012)	(13.7%)	12,875	8.4%	(221)	(1.7%)
Employer Medicare/Soc Sec	1,636	1.2%	800	0.5%	836	104.5%	1,045	0.7%	591	56.6%
Health Insurance	(493)	(0.4%)	6,342	4.3%	(6,835)	(107.8%)	5,622	3.7%	(6,116)	(108.8%)
Payroll Expense	136	0.1%	150	0.1%	(14)	(9.3%)	659	0.4%	(523)	(79.4%)
Sub-total Personnel Costs	113,049	84.4%	74,770	50.1%	38,279	51.2%	65,633	43.0%	47,417	72.2%
Admin Expenses										
Utilities	172	0.1%	750	0.5%	(578)	(77.0%)	732	0.5%	(559)	(76.4%)
Bank & Cr Card Charges	1,599	1.2%	1,800	1.2%	(201)	(11.2%)	1,048	0.7%	552	52.7%
Office Supplies & Expenses	1,891	1.4%	1,250	0.8%	641	51.3%	1,298	0.8%	593	45.7%
Maintenance/Janitorial	(4,024)	(3.0%)	5,800	3.9%	(9,824)	(169.4%)	980	0.6%	(5,004)	(510.6%)
IT - Computers	(89)	(0.1%)	150	0.1%	(239)	(159.5%)	90	0.1%	(179)	(199.5%)
Postage & Freight	-	-	25	0.0%	(25)	(100.0%)	-	-	-	-
Communications	1,102	0.8%	650	0.4%	452	69.6%	608	0.4%	494	81.2%
Printing Expenses	-	-	-	-	-	-	(209)	(0.1%)	209	100.0%
Building Repairs & Insurance	362	0.3%	500	0.3%	(138)	(27.6%)	391	0.3%	(29)	(7.5%)
Legal & Accounting Services	7,250	5.4%	2,750	1.8%	4,500	163.6%	2,750	1.8%	4,500	163.6%
Contract Services	10,104	7.5%	16,200	10.9%	(6,096)	(37.6%)	29,842	19.5%	(19,738)	(66.1%)
Remote Offices	3,500	2.6%	3,500	2.3%	-	-	3,500	2.3%	-	-
Equipment Lease & Maint	5,829	4.4%	-	-	5,829	100.0%	354	0.2%	5,475	1,545.3%
Dues & Subscriptions	500	0.4%	-	-	500	100.0%	248	0.2%	252	101.7%
License & Fees	-	-	-	-	-	-	6	0.0%	(6)	(100.0%)
Travel & Lodging	5,909	4.4%	2,000	1.3%	3,909	195.5%	597	0.4%	5,312	889.9%
Local Transportation/Car	1,381	1.0%	-	-	1,381	100.0%	694	0.5%	688	99.1%
Freight and Shipping Costs	-	-	200	0.1%	(200)	(100.0%)	43	0.0%	(43)	(100.0%)
Web Development	-	-	-	-	-	-	10,000	6.5%	(10,000)	(100.0%)
Sub-total Admin Expenses	35,487	26.5%	35,575	23.9%	(88)	(0.2%)	52,971	34.7%	(17,484)	(33.0%)
Meeting Expenses										
Registrations	-	-	100	0.1%	(100)	(100.0%)	1,010	0.7%	(1,010)	(100.0%)
Meeting Expenses	-	-	250	0.2%	(250)	(100.0%)	526	0.3%	(526)	(100.0%)
Hospitality in Market	-	-	1,000	0.7%	(1,000)	(100.0%)	-	-	-	-
Advertising Co-op	45,833	34.2%	45,837	30.7%	(4)	(0.0%)	45,837	30.0%	(4)	(0.0%)
Regional Marketing Programs	-	-	500	0.3%	(500)	(100.0%)	1,438	0.9%	(1,438)	(100.0%)
Sponsorship	5,000	3.7%	17,064	11.4%	(12,064)	(70.7%)	34,217	22.4%	(29,217)	(85.4%)
Shuttle Subsidy/Sponsorship	-	-	75,000	50.3%	(75,000)	(100.0%)	19,999	13.1%	(19,999)	(100.0%)
Sustainability Initiatives	4,024	3.0%	-	-	4,024	100.0%	1,775	1.2%	2,249	126.7%
Sub-total Meeting Expenses	54,857	41.0%	139,751	93.7%	(84,894)	(60.7%)	104,802	68.6%	(49,946)	(47.7%)
TOTAL PROGRAM EXPENSES	246,092	183.8%	295,696	198.3%	(49,604)	(16.8%)	273,906	179.3%	(27,814)	(10.2%)
NET OPERATING INCOME	(112,202)	(83.8%)	(146,561)	(98.3%)	34,359	23.4%	(121,109)	(79.3%)	8,907	(47.1%)
Other Income	3,764	2.8%	4,000	2.7%	(236)	(5.9%)	2,609	1.7%	1,155	44.3%
Other Expenses	(175,200)	(130.9%)	-	-	(175,200)	(100.0%)	61,391	40.2%	(236,591)	(385.4%)
NET OTHER INCOME	178,964	133.7%	4,000	2.7%	174,964	4,374.1%	(58,782)	(38.5%)	237,746	(1,257.4%)
CHANGE IN NET ASSETS	\$ 66,762	49.9%	\$ (142,561)	(95.6%)	\$ 209,323	146.8%	\$ (179,891)	(117.7%)	\$ 246,653	137.1%



July 16, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Strategic Plan: Year-Two Board Priority Discussion

Background

With the completion of the second year of TNTNV's Three Year Strategic Plan, staff will review for board discussion potential Year-Three Strategic Plan focus. The Board of Directors discussed several themes for organization focus at its April board retreat. These themes included the following priority opportunities:

1. Community Engagement
2. Destination Management
3. Legislative Advocacy
4. Develop Luxury Market Strategy
5. Organization Financial Stability

Request Board Action

Staff request the board discuss and provide staff direction on the priority efforts for year three of our Strategic Plan.



July 15, 2026

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Discussion and Input on FY 2026/27 CEO Performance Goals

Background

At its May board meeting, TNTNV Board of Directors discussed a policy change in the President/CEO Goals and Objectives process. Board member Dupuis let the board in the discussion on a new incentive and compensation program. This new program included a CEO bonus opportunity up to 30% and identified 12 key goals in four organization pillars. This includes goals targeting our approved strategic plan, financial goals, staff engagement goals and creativity goals.

At the May meeting, the TNTNV board approved the policy change for the CEO bonus opportunity up to 30% and requested the specific goals for FY 2026/27 be included on the July Board agenda. Attached to this staff report are those suggested goals.

Requested Board Action

Upon discussion and input, that the Board approve the President/CEO 2026/27 Performance Goals.

Travel North Tahoe Nevada

President/CEO FY 2026/27 Incentive Compensation Program Proposal

FY 2026/27 Effort

100% Target Achieved

	30%		20%	% of Goal
1 TNTNV STRATEGIC PLAN 2024-27				
Amplify Our Message				
* Goal 1 Increase engagement across social channels by 5%	2.5%			95%
Maximize Brand Lift				
* Goal 2 Engage 5 local community groups to help drive brand awareness	2.5%			96%
* Goal 3 Increase share of positive org stories in local press by 5%	5%			97%
Invest in Stewardship				
* Goal 4 Develop 2 new stewardship initiatives (pending funding)	2.5%			98%
* Goal 5 Revise grant program to support stewardship initiatives	2.5%			99%
Leverage Partnerships				
* Goal 6 Create baseline Net Promoter Score	5%			100%
* Goal 7 Add 20 new stakeholder/partners to partnership scorecard	2.5%			101%
Fine Tune Operations				
* Goal 8 Reestablish Community Engagement role and implement 2 new programs	2.5%			102%
2 Financial Goals			5%	
* Goal 9 Successful outcomes of revenue diversification	2.5%			103%
* Goal 10 Management/General Expenses not to exceed 35% of total expenses	2.5%			104%
3 Staff Engagement			2.5%	
* Goal 11 Develop and execute Staff Engagement survey - 2 x year one	2.5%			105%
4 Creativity			2.5%	
* Goal 12 Execute 2 new "Out of the Box" Strategies	2.5%			



Departmental Reports



May/June 2026
Conference 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

CONFERENCE SALES PROJECTS

- Hosted Annual DOS meeting for all conference stakeholders to review FY26/27 sales plan on June 25th
- Distributed 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
- May 21 - Smithbucklin Office Presentation
- June 15 - MPI Golf Tournament
- June 23 - Reno Tahoe Midwest Sales Mission
- June 25 - Association Forum Awards Gala
- Planning for the following events:
 - July 23 - Destination Reps Chicago Dogs Event
 - July 28 - Meeting and Incentives Annual Summit
 - July 31 - SITE - Grand SLAM



May/June 2026
Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- 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

VISA VUE DATA

January - May 2026

Domestic Visitor Data

2026 Top cities' YTD by spend and card count YoY % change:

- SF \$32,308,632, -24%, -19%
- Sacramento \$10,525,426, -24%, -22%
- Reno \$8,657,024, -19%, -13%
- San Jose/Sunnyvale/Santa Clara \$8,496,104, -22%, -20%
- LA/Long Beach/Anaheim \$4,347,478, -26%, -24%
- San Diego \$2,549,248, -25%, -23%
- Santa Rosa \$2,407,191, -23%, -20%
- New York \$1,911,199, -14%, -18%
- Santa Cruz \$1,295,325, -28%, -19%
- Vallejo \$1,261,199, -17%, -13%

International Visitor Data

2026 Top 10 countries YTD by spend and card count YoY % Change

- Canada \$249,534, -24%, -21%
- Mexico \$240,260, -7%, +7%
- Australia \$219,869, -13%
- China \$185,619, -3%, +8%
- UK \$148,953, -21%, -11%
- Brazil \$88,942, -28%, -18%
- New Zealand \$68,949, -19%, -34%

- Germany \$53,273, -28%, -17%
- France \$48,251, -40%, -11%
- Peru \$44,641, -18%, +14%

62 ABOVE

LAKE
TAHOE
TRAVEL



REPORTING

June 2026

TABLE OF CONTENTS

◆ Key Takeaways	03 - 08
◆ Consumer	09
Paid Media	10 - 11
Social Media	12 - 21
Public Relations	22 - 26
◆ Stewardship	27
Paid Media	28 - 32
◆ Website	33 - 38

KEY TAKEAWAYS



CONSUMER

PAID MEDIA

EVERGREEN
SEARCH KEPT
HIGH INTENTS
TRAVELERS
ENGAGED

Data from June 1st - June 30th, 2026

359K Impressions

Google Search and Performance Max maintained an evergreen presence throughout June, continuing to capture high-intent travel demand after the spring campaign concluded.

Strong

Engagement

Google Search maintained a **9.9% CTR**, indicating continued engagement from travelers actively researching summer trips despite broader paid media being paused.

7.4K High Intent Events

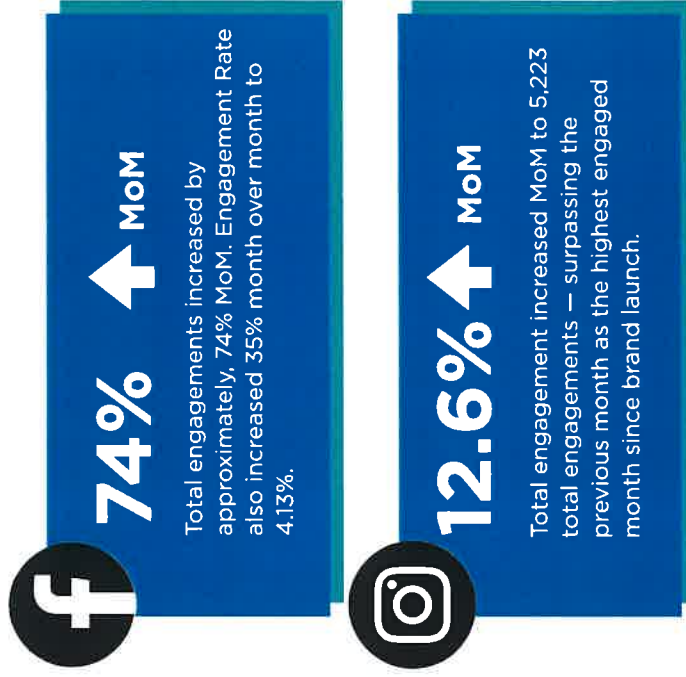
Users continued taking meaningful planning actions across the website, demonstrating sustained travel interest even after the conclusion of the spring campaign.

CONSUMER PAID MEDIA ACTIVATED ON:

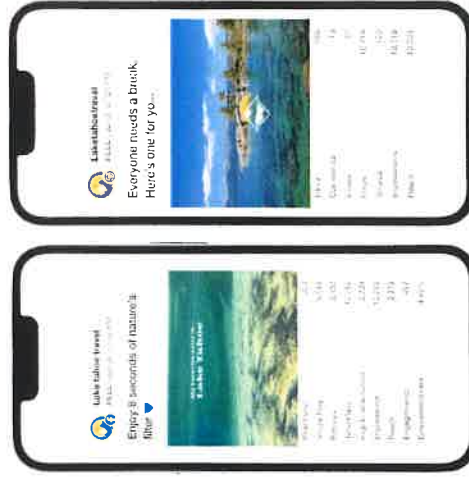
Google Search

SOCIAL MEDIA

TRIP INSPIRATION
(DREAMING) CAPTURED
ATTENTION &
GENERATED ACTIVE
ENGAGEMENT



Dreaming video content featuring the lake as the hero was the top performer across Facebook ("Tahoe is my favorite color" post), delivering reactions and shares, and Instagram ("Love, Mother Nature" post), delivering likes and shares.



ADDITIONAL SOCIAL MEDIA TAKEAWAYS

Instagram shares saw MoM increase of 22% (612 Shares) driven by "Dreaming" content, which may have also contributed to a decrease in saves (driven by "planning").

Facebook link clicks saw MoM decrease (103 in May to 25 in June) which was primarily driven by "dreaming" capturing more of the audiences attention this month.

Followers continue to grow;
Facebook = +258 new followers
Instagram = +716, *bouncing back from the -110 decline we saw last month due to auto-deletion of inactive followers.*

PUBLIC RELATIONS

STRENGTHENED
DESTINATION
VISIBILITY ACROSS
CHANNELS



ACTIVITIES

Media communication;
Pitched North Lake Tahoe as a trail running hub and a European destination dupe

Media planning; Mapped out influencer agreements and content for the summer and fall season

Media and influencer FAMs;
Proactively planned July media/influencer visits to highlight the Lake Tahoe Shakespeare Festival

4K

LINK CLICKS

Across activated channels, **Meta was the primary driver of engagement** with an efficient CPC, while VIA62 helped extend reach and drive incremental traffic.

3.8M

IMPRESSIONS

Across all activated channels, Meta drove the majority of engagement, with the **resident audience outperforming visitor audiences** in costs. Viant supported incremental reach and traffic through display, helping expand visibility across target audiences especially visitors.

PAID MEDIA

PAID MEDIA
DROVE
AWARENESS
AND EFFICIENT
ENGAGEMENT.

STEWARDSHIP PAID MEDIA ACTIVATED ON:

Meta

VIA62

LOCATION-BASED
OUT-OF-HOME

7

OVERALL

51K
SESSIONS

Increased by 11% month over month with a continued increase in **engagement rate increased from 37.2% to 40.3%**. Organic Search, Paid Search, and Direct channels drove majority of sessions. Top pages were homepage, events, activities and lodging.



~27% ↑ MoM

Organic Search clicks increased by ~27% and Impressions increased by ~22%. Events and summer interested continue to be in the top, while overall position (9.5) and homepage position (10.5) remains steady.

WEBSITE
CAPTURE MORED
USERS WHO
WERE ENGAGED
AND STEADY
GAINS IN
PERFORMANCE.

ADDITIONAL WEBSITE TAKEAWAYS

Sessions from Paid Search increased by 42%, supporting more sessions to high-value pages like the lodging page.

Weather condition pages and keywords no longer appeared this month, while events and summer-related keywords continued to increase

Desktop and Mobile website health remained steady across all categories, with slightly increases seen in some desktop and mobile categories.

8

ROWE LAW GROUP

Administrative Law & Public Affairs

Travel North Tahoe Nevada September Government Affairs Report: July 2026

Prepared by Rowe Law Group: Russell Rowe/Amanda Nolting

Meetings with Tahoe and Related Stakeholders

Upcoming Meetings:

- Tahoe Summit: August 2026 will be another opportunity meet more federal, state and local elected officials to continue to discuss solutions for North Tahoe
- RSCVA Presentation
 - Planning for Andy to present in September

May/June Meetings

- Legislative meetings
 - Assemblywoman Heather Goulding
 - Senator Angie Taylor
- Governor's Office
- Washoe County
- Meeting with Visit Lake Tahoe
- RLG/TNTNV Government Affairs Meetings
- Monthly with The Abbi Agency

2027 Session:

- Bill Draft Finalized
 - Co Sponsors will be added as we approach the legislative session
- Continued Education and Advocacy
 - We have are continuing meetings with leadership and members on the government affairs and TRPA committees
- Bill Draft Requests will begin to drop and we will monitor them for anything that may impact TNTNV.
- RLG completes Weekly agenda monitoring of the following agencies to flag items of interest to TNTNV:
 - Nevada Legislature
 - TRPA Committee
 - RSCVA
 - Washoe County Commission
 - IVGID
 - TTD

Travel North Tahoe Nevada
Greg Long
COO Monthly Report
July 15, 2026

Objective #1: Amplify Our Message

- Manage social channels
- Website coordination

Objective #2: Maximize Brand Lift

- Reorder Trails brochure
- Manage social channels
- Travel Nevada grant reimbursement

Objective #3: Invest In Stewardship

- Communicate to visitors our stewardship principals at Welcome Center
- Manage ambassador at Esat Shore Trail

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
- Executive team at Reno Tahoe Territory

Objective #5: Fine Tune Operations

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

Objective #1: Amplify Our Message

- Two Op-ed messaging pieces published in Tahoe Daily Tribune and Moonshine Ink support TNTNV mission.
- Acquired KTVU San Francisco TV interview on 4th of July messaging.

Objective #2: Maximize Brand Lift

- Continued oversight of Lake Tahoe Travel Consumer Brand effort.
- Sponsorship of the Lake Tahoe Summit to be held in August at Sand Harbor.
- Attended One West Tourism Alliance Leadership Summit 2026.
- Reappointed as Tahoe Transportation District Chair for 2 year term.

Objective #3: Invest In Stewardship

- Invested in IVCBA's SR 28/431 Round About construction project.
- Attended TMA Board of Director meeting.

Objective #4: Leverage Partnerships

- Worked with Tunnel Creek Café and Tahoe Gifting Company with support of monthly Movie Night effort.
- Acquired KOLO TV interview with Kevin Drake to support Tunes on Taps 2026 series.
- Attended Washoe County Commission meeting.
- Working with Washoe County Legislative Advocate on future funding opportunities.
- Investing in IVCBA's event grant program for FY 2026/27.
- Continue 2027 Nevada Legislative Session initiatives on organization funding opportunities.

Objective #5: Fine Tune Operations

- Continued work on the Welcome Center renovation project.
- Worked with Staff on development of a temporary Welcome Center space in parking lot.
- Moved back into Welcome Center on June 29, 2026.
- Finalized FY 2026/27 Budget with Board approval.
- Developed new CEO Goals and Objective process for Board approval.
- Finalizing FY 2025/26 North Tahoe Coop year end financials.