



JOINT BOARD OF DIRECTORS MEETING
North Lake Tahoe Resort Association & Incline Village Crystal Bay Visitors Bureau

Date: Wednesday, November 7, 2018

Time: 9:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center
8318 N. Lake Blvd., Kings Beach

AGENDA

TO CALL IN: 1-712-770-4010, ENTER CODE 775665#

The Board of Directors of the North Lake Tahoe Resort Association and the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold a joint board meeting on Wednesday November 7th, 2018 beginning at 9:30am. The meeting will be held at the North Lake Tahoe Event Center, located at 8318 N. Lake Blvd., Kings Beach CA 96143.

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 Boards, 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 clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

*Estimated
Time*

- | | | |
|-------------------|---|----------------------|
| 9:30 a.m. | 1. Convene as Joint Meeting of North Lake Tahoe Resort Association Board of Directors and Incline Village Crystal Bay Visitors Bureau Board of Directors | |
| | A. Establish North Lake Tahoe Resort Association Board Quorum | Chair: Adam Wilson |
| | B. Establish Incline Village Crystal Bay Visitors Bureau Board Quorum | Chair: Blane Johnson |
| | 2. 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. | |
| 9:40 a.m. | 3. Marketing Cooperative History and Overview | Andy Chapman |
| 9:50 a.m. | 4. Action Item | |
| Page 2 | A. Motion: FYE 2017/18 Marketing Cooperative Financial Review | Bonnie Bavetta |
| 10:00 a.m. | 5. SMARI Insights, Report on North Tahoe Advertising Effectiveness and ROI | Daphne Lange |
| | A. Richter 7 Introduction | Walt McRoberts |
| Page 15 | B. Ad Effectiveness and ROI Study Report | Denise Miller |

10:40 a.m. 6. Review of 2018-19 Winter Marketing Campaign

Daphne Lange

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10:45 a.m. 7. Directors Comments

10:50 a.m. 8. 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.

11:00 a.m. 9. Adjournment.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and at www.nltra.org. This meeting is wheelchair accessible.

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

Meeting Location

IVGID Office

Incline Justice Court

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

www.NLTRA.org