



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau



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Chamber | CVB | Resort Association

**JOINT BOARD OF DIRECTORS MEETING  
MINUTES**

**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

To view the live streaming video from the November 7th, meeting, click here: <https://vimeo.com/303591816>

**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**

Adam Wilson, Kevin Mitchell, Stephanie Hoffman, Samir Tuma, Christy Beck, Dan Tester, Chris Brown, Jim Phelan, Karen Plank, Tom Turner, Andre Premier, Aaron Rudnick, Erin Casey (non-voting) and Tom Lotshaw (non-voting).

**B. Establish Incline Village Crystal Bay Visitors Bureau Board Quorum**

Blane Johnson, Michael Murphy, Blane Johnson, Bill Wood, Heather Bacon

Others in attendance: Andy Chapman, Cindy Gustafson Bonnie Bavetta, Liz Bowling, Daphne Lange, Anna Atwood, Sarah Winters, Jason Neary, Dawn Teran, Walt McRoberts, Denise Miller, Lindsay Romack, Greg Long, Bart Peterson, Becky Moore, Christine Horvath, Allegra Demergian

**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.

**3. Marketing Cooperative History and Overview**

Andy Chapman

**4. Action Item**

Motion: FYE 2017/18 Marketing Cooperative Financial Review

Bonnie Bavetta

**MOTION to approve the FYE 2017/18 Marketing Cooperative Financial Review M/S/C Bill/Dan/17/0/0**

**5. SMARI Insights, Report on North Tahoe Advertising Effectiveness and ROI**

Daphne Lange

**A. Richter 7 Introduction**

Walt McRoberts

**B. Ad Effectiveness and ROI Study Report**

Denise Miller

**6. Review of 2018-19 Winter Marketing Campaign**

Daphne Lange

**7. Directors Comments**

- No Directors Comments, see NLTRA Board meeting minutes.

**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.

- No public Comment

**9. Adjournment at 11:19 am.**

**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](http://www.nltra.org).**