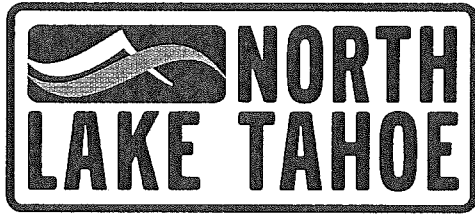


North Lake Tahoe Resort Association
Tourism Division

Board Level
Marketing Dashboard Indicators

1. Web Visits to www.GoTahoeNorth.com
2. Web Visits by Geographic Markets
3. Exits from Website to Partner Sites
4. Number of Unique Visitors to Consumer Website
5. Public Relations Equivalency
6. Total Number of Website Clicks to Lodging Properties



North Lake Tahoe Resort Association
Tourism Division

Marketing Performance
Reporting Document

Marketing Performance Reporting Document

Introduction

The purpose of this document is to guide the North Lake Tahoe Resort Association (NLTRA) through the process necessary to implement actionable and credible performance reporting. Throughout the implementation process, two questions are asked on a regular basis: "Are we measuring the right things? Are we measuring things right?"

The basis of this document has been derived from the International Association of Convention and Visitor Bureaus (IACVB) *Recommended Standard CVB Performance Document* (February 2005), a culmination of intensive, industry-wide efforts providing a systematic, business minded approach to internal performance assessments.

Definition of Terms

Activity: A physical action taken by the NLTRA Tourism Division that ultimately supports its mission.

Performance Measure: A measure that helps to define and quantify the results of an NLTRA activity. Implementation of this system of measures will yield actionable tools that NLTRA staff can use for short- and long-term program and expenditure improvements.

Productivity Metric: A metric that illustrates the relationship between the NLTRA performance measure and its resources.

It is important to clearly delineate the difference between a *Performance Indicator* and a *Performance Measure* as these two terms are often used interchangeably. A *Performance Indicator* is a number that illustrates the performance of the travel and tourism industry or one of its industry sectors: hotel occupancy, airport arrivals, attraction attendance, and restaurant (tourism?) employment. A *Performance Measure* is a number that measures the results of NLTRA activities.

The IACVB recommends that Productivity Metrics be designed with the intent to establish a benchmark year and recalculate these metrics regularly (e.g., quarter end, year-end). By examining these metrics over time, the NLTRA will be able to monitor its progress toward achieving the desired resource efficiencies.

Marketing & Communications Performance Reporting

Fundamental Mission of the Marketing & Communications Function

“To increase visitor volume, visitor spending and economic impact for the destination by developing awareness and preference.”

Marketing & Communications Definitions

The following are standard definitions for key marketing activities and measures:

Advertising (source: American Association of Advertising Agencies)

Frequency: Average number of times households or persons viewed a given program, station or advertisement during a specific time period. This number is derived by dividing the Gross Rating Points (GRP) by the Reach.

Gross Rating Points (GRP): A unit of measurement of audience size. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. One GRP = 1% of TV households.

Reach: Unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time period.

Gross Impressions: Sum of audience, in terms of people or households viewing, where there is exposure to the same commercial or program on multiple occasions. Two gross impressions could mean the same person was in the audience on two occasions or that two different people had been exposed only once.

Public Relations (source: Institute for Public Relations)

Advertising Equivalency: A means of converting editorial space in the media into advertising costs, by measuring the amount of editorial coverage and then calculating what it would have cost to buy that space, if it had been advertising.

Circulation: The number of those who might have had the opportunity to be exposed to a story that appeared in the media. Sometimes referred to as “opportunity to see”. An “impression” usually refers to the total audited circulation of a publication or the audience reach of a broadcast.

Internet/Web Site (sources: Interactive Advertising Bureau; Jupitermedia)

Ad Click: Number of times users click on an ad banner.

Ad Views (Impressions): Number of times an ad banner is seen by visitors.

Banner: An ad on a web page that is usually “hot linked” to the advertiser’s web site.

Click Through: Percentage of ad views that result in an ad click.

Jump Page: A jump page, also known as a splash page, is a special web page set up for visitors who click on a link in an advertisement. Jump pages can be used to promote special offers or to measure a response to an advertisement.

Hot Link: An electronic connection between two web sites.

Page Views: Number of times a user requests a web page that may contain a particular ad.

Unique Visit: Number of different individuals who visit a web site within a specific time period.

Performance Measurements

Advertising/Promotions

- Total Reach
- Total Frequency
- Gross Impressions
- Total value of Media Placed
 - Paid Media
 - Coop Media
 - In Kind/Barter Media
 - Unpaid Media
- Number of Coop Partners
- Number of new entries in consumer database

Inquiries/Conversion

- Number of brochures requested (online and phone)
- Number of consumer calls
- Number of consumers registering on web site to receive information
- Number of opt-in email addresses

Online Activity

- Number of Pay Per Click keywords purchased
- Time spent on consumer website
- Number of web pages of content developed
- Number of user sessions
- Number of unique users
- Number of repeat visits
- Search engine referrals
- Search engine results
- Email open rate
- Email click-through rate

Media/Public Relations

- Media Trade shows

- Number of Trade shows attended
- Number of appointments
- Number of qualified media in attendance
- Media Missions
 - Number of media missions
 - Number of coop partners
 - Number of media contacts
- Media Familiarization Tours (FAMs)
 - Number of FAMs
 - Number of qualified media participating
 - Number of publications represented
- Press Releases
 - Number of press releases issued
 - Number of press releases downloaded from web site
- Number of Media Inquiries
- Number of Media Interviews
- Placements
 - Total number of placements
 - Regional vs. National
 - Domestic vs. International
- Number of impressions
- Advertising equivalency

Bookings

- Lake Tahoe Central Reservations/Online
 - Number of room nights booked
 - Revenue per room night
 - Average length of stay
 - Agent conversion rate
 - Packages purchased via phone and online
- Online Ticket Sales
 - Tickets sold online
 - Ticket revenue
 - Ticket commission

Event Marketing

- Number of events supported
- Number of events produced

VCB Convention Sales Performance Reporting

Fundamental Mission of the Convention Sales Function

“To generate visitors (delegates), visitor (delegate) spending and economic impact for the destination by booking events at the destination’s lodging and convention facilities.”

APEX Convention Industry Definitions (Source: APEX or Accepted Practice Exchange, is a Convention Industry Council initiative whose mission is to *bring together all stakeholders in the development and implementation of industry-wide accepted practices which create and enhance efficiencies throughout the meeting, convention and exhibition industry.*)

The following are standard definitions for key marketing activities and measures:

VCB Convention Sales Industry Definitions

The following are standard definitions for key marketing activities and measures:

Convention: An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is a secondary exhibit component.

Meetings: An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend organized events. There is no exhibit component to this event.

Trade Show/Exhibition: An event where the primary activity of the attendees is to visit exhibits on the show floor. These events focus primarily on business to business relationships.

Site Inspections: Personal, carefully investigation of a property, facility, or area.

Citywide (or Area-wide) Event: An event that requires the use of a convention center or event complex and multiple lodging properties in the host city (or area).

Attendees: A combination of delegates, exhibitors, media, speakers, and guests/companions who attend an event.

Delegates: Individuals who attend an event to primarily visit the exhibits or attend meetings and /or conference sessions. This excludes exhibitors, media, speakers, and companions.

Exhibitors: Those who attend an event to staff an exhibit.

Peak: Referring to the night during an event when most rooms are occupied by those in attendance.

Additional Convention Industry Definitions (Source: Travel Industry Association of America)

Direct Spending: All expenditures associated with an event that flow into the host destination's local economy. Direct spending includes attendee spending, exhibitor spending and event organizer spending.

Economic Impact: Events generate secondary spending (indirect and induced) on the host destination's local economy over and above the original direct spending. These secondary impacts, when combined with the original direct spending, results in the economic impact of an event.

Indirect Spending: Spending by the host destination's travel industry businesses on goods and services from local suppliers on behalf of the specified event.

Induced Spending: Employees in the host destination's travel industry and its suppliers spend their wages in the local economy.

Economic Multiplier: Calculated as the total economic impact divided by the direct spending.

Leads: When an event inquiry by a corporation/association/organization/independent meeting planner that includes a request for a minimum of 10 sleeping rooms per night (peak rooms) over a specific set/range of dates is forwarded by the VCB sales staff to participating lodging and associate participants.

Bid: Proposal submitted by the VCB and/or hotel(s) to a planner that includes defined dates and room blocks.

Tentative: Status assigned to a group/event after the bid has been submitted to the meeting planner and the destination is waiting for a decision.

Booking:

- a. Hotel Booking: A future event contracted in writing by the event organization with the hotel. The VCB should receive a copy of the contract or a written communication from the authorized agent of the hotel that a contract has been signed.
- b. Associate Member Bookings: A future event contracted in writing by the event organization with VCB Associate Member participants.

Lost Opportunity: A potential event in the lead or tentative stage that was subsequently lost by the destination. This does not include venue changes within the destination. The VCB should track the number of estimated room nights, attendance and attendee spending and the reason associated with the lost opportunity.

Canceled Business: An event that was booked for the destination that subsequently did not take place, either because the event itself as cancelled or left the destination before taking place. The VCB should track the estimated number of room nights, attendee and attendee spending and the reason associated with the cancellation.

Activity Measures

1. Number of bids
2. Tradeshows attended/exhibited
 - a. Number of tradeshows
 - b. Number of coop partners participating
 - c. Coop dollars generated
3. Sales missions
 - a. Number of sales missions
 - b. Number of coop partners participating
 - c. Coop dollars generated
4. Familiarization (FAM) tours
 - a. Number of FAM tours
 - b. Number of participates (event organizers only)
 - c. Number of accounts
 - d. Number of coop partners participating
 - e. Coop dollars generated
5. Number of sales calls
6. Number of client inspections
7. Client events
 - a. Number of client events
 - b. Number of participants (event organizers only)
 - c. Number of accounts
 - d. Number of coop partners participating
 - e. Coop dollars generated
8. Number of accounts with activity

Performance Measures

1. Leads
 - a) Number of hotel leads
 - b) Lead room nights (estimate)
2. Booked Business
 - a) Number of bookings
 - b) Booked room nights (estimate)
 - c) Booked attendance
 - d) Booked attendee spending (estimate)
3. Lost Business

- a) Number of lost opportunities
 - b) Lost room nights
 - c) Lost attendance
4. Arrived Business
- a) Number of bookings
 - b) Number of room nights
 - c) Number of booked attendees
 - d) Booked attendee spending
5. Personnel productivity metrics
- a) Number of leads per sales person
 - b) Number of bookings per sales person
 - c) Number of room nights per sales person

CVB Leisure Sales Performance Reporting

Fundamental mission of the Leisure Sales Function

“To increase leisure visitor volumes, visitor spending, off-peak visitation and economic growth for the destination through the promotion and distribution of the region’s brand and products to the travel trade.”

CVB travel industry definitions

Source: National Tour Association and the Travel Industry Association of America

The following are standard definitions for key marketing activities and measures:

Packaged Travel: A package in combination of two or more types of tour components put together into a product which is produced, assembled, promoted and sold by a third party for an all-inclusive price.

Tour Series/Tour Program: Multiple departures to the same destination throughout the year.

Group Tour: A travel package for an assembly of travelers who share a common itinerary, travel date and transportation schedule. Group tours are usually prearranged, prepaid and include two or more of the following: transportation, lodging, dining and activities.

Independent Travel: A custom-designed, prepaid travel package with many individualized arrangements. “ITs” (more commonly known now as FITs – Foreign Independent Travelers), often have no formal itinerary and are the most common form of leisure travel.

Travel Trade: Any individual or company that creates and/or markets tour and travel packages whether they are FIT, group, tour or a combination of all three.

Tour Catalogue/Brochure: A publication produced by wholesalers listing their tour/packaged offerings.

Familiarization (FAM) Tour: A free or reduced rate trip offered to travel professionals and media to educate them on the destination. FAMs should be considered a sales and marketing effort and are used to “familiarize” the visitors with the region in order to make a sales agent more comfortable selling the destination, a writer able to compose a story and a product manager able to see potential new product to add within their mix.

Itinerary: A recommended schedule of visitor-oriented activities, usually including the destination’s cultural institutions and attractions, dining establishments, entertainment, special events, retail and recreational activities often highlighting unique, one-of-a-kind offerings.

Visitor Spending: (Number of visitors) x (average amount spent daily per person) x (length of stay)

Direct Spending: All expenditures associated with an event that flow into the host destination's economy. Direct spending includes attendee, exhibitor and event organizer spending.

Economic Impact: Events generate secondary spending (indirect and induced) on the host destination's local economy over and above the original, direct spending. These secondary impacts combined with original direct spending produce the overall economic impact of the event.

Indirect Spending: Spending by the host destination's travel industry businesses on goods and services from local suppliers on behalf of the specified event.

Induced Spending: Employees and suppliers of the host destination's travel industry spending their wages within the local economy.

Economic Multiplier: The total of the economic impact divided by the direct spend.

Hotel Lead: A group tour or FIT program inquiry from the travel trade that includes a request for hotel rooms over a specific set/range of dates or a travel trade product manager inquiring about a hotel that they would like to begin contracting with is forwarded onto partner lodging properties by CVB staff.

Booking from a Hotel Lead: A booking confirmed in writing from the authorized agent or by documenting the tour/program's presence in the travel trade's distribution channels such as brochure, web site or special sales and marketing programs. The booking must be the result of a CVB-generated lead.

Activity Measures

1. Tradeshows attended/exhibited
 - a. Number of tradeshows
 - b. Number of coop partners participating
 - c. Coop dollars generated

2. Number of accounts with activity

3. Familiarization (FAM) tours
 - a. Number of FAM tours
 - b. Number of participants (travel trade only)
 - c. Number of accounts
 - d. Number of coop partners participating
 - e. Coop dollars generated

4. Sales missions (with industry partners)
 - a. Number of sales missions

- b. Number of coop partners participating
 - c. Coop dollars generated
- 5. Number of sales calls
- 6. Client events
 - a. Number of client events
 - b. Number of participation (travel trade only)
 - c. Number of accounts
 - d. Number of coop partners participating
 - e. Coop dollars generated
- 7. Number of client site inspections
- 8. Number of developed suggested itineraries
- 9. Number of packages developed
- 10. Advertising equivalency for presence in the travel trade's distribution channels such as brochure, website or special sales/marketing programs.

Performance Measures

- 1. Leisure Trade Shows
 - a. Number of trade shows attended
 - b. Number of Coop shows
- 2. Number of Sales Missions
 - a. Domestic
 - b. International
- 3. Leisure Familiarization Tours (FAMs)
- 4. Number of Site Inspections
- 5. Number of Wholesale Brochure Placements
 - a. Domestic
 - b. International

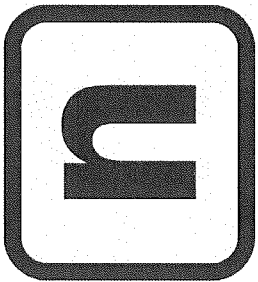
NLT 10-11 COOP MKTG MEDIA PLAN

ATTACHMENT A

Media Mix	July 2010-June 2011	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	Total
		28 5 12 18 26	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27		
PRINT														
Via Magazine Discover Insert (1/2 pg ad & 1/2 pg advertorial)	Nor Cal													\$10,844
7x7 Magazine (Full page)	Bay Area			Via Magazine										\$16,675
Diablo (Full page)	Bay Area		Diablo Magazine											\$0,738
Main Magazine (1/3 page)	Bay Area													\$3,400
Adventure Sports Journal (2/3 page)	Nor Cal			Adventure Sports Journal										\$3,000
Farways & Creeks (1/2 pg)	Western States													\$2,744
LA Magazine (1/2 pg w/ 1/2 pg advertorial) July-Taupe section	Los Angeles													\$17,463
LA Times Sunday Magazine (1/2 page)	Los Angeles													\$7,875
Orange Coast Magazine (1/2 pg w/ 1/2 pg advertorial)	Los Angeles													\$4,158
Coastal Magazine (1/2 page blank)	Western States													\$23,878
National Geographic Traveler (1/2 page)	Western States													\$6,625
SN Split (Full Page Spread Coop)	National													\$9,525
SN Magazine (1/2 page)	Western States													NC
Shing Magazine (1/2 page)	Western States													NC
Spring Print Drive	Drive													\$15,000
Spring Print Destination	Destination													\$30,000
														\$161,383
NLT SN COOP														
Print, radio, internet, etc.	San Diego													\$60,000
														\$60,000
RADIO														
Bay Area Radio: 140 grps. 2 weeks, 3-4 stations	Bay Area													\$96,305
														\$68,295
OUTDOOR														
Bay Bridge	Bay Area													\$74,000
														\$74,000
INTERNET														
SF Station: Email	Bay Area													\$1,500
Farways and Creeks Email	Western States													\$740
Away.com opt boy	National													\$900
Facebook (Northern CA)	Nor Cal													\$3,000
Facebook (LA)	Los Angeles													\$2,000
WinterSpring Internet	Destination													\$13,400
WinterSpring Internet	Drive													\$21,650
														\$48,000
NEWSLETTER DIRECT MAIL/EMAIL														
														\$33,398
ONGOING CAMPAIGNS														
ANNUALS (AAA Tourbook, CA Visitors Guide)	National													\$30,650
														\$22,812
NLT PAID SEARCH (Google, Yahoo)	National													\$41,076
TRIP ADVISOR (DMO Sponsorship)	National													\$16,000
VISITING LAKE TAHOE (VCS Search Engine Coop)	National													\$77,500
EMAIL DATABASE	National													\$651,492
WEDDING & HONEYMOON ASSOCIATION	National													
GRAND TOTAL														

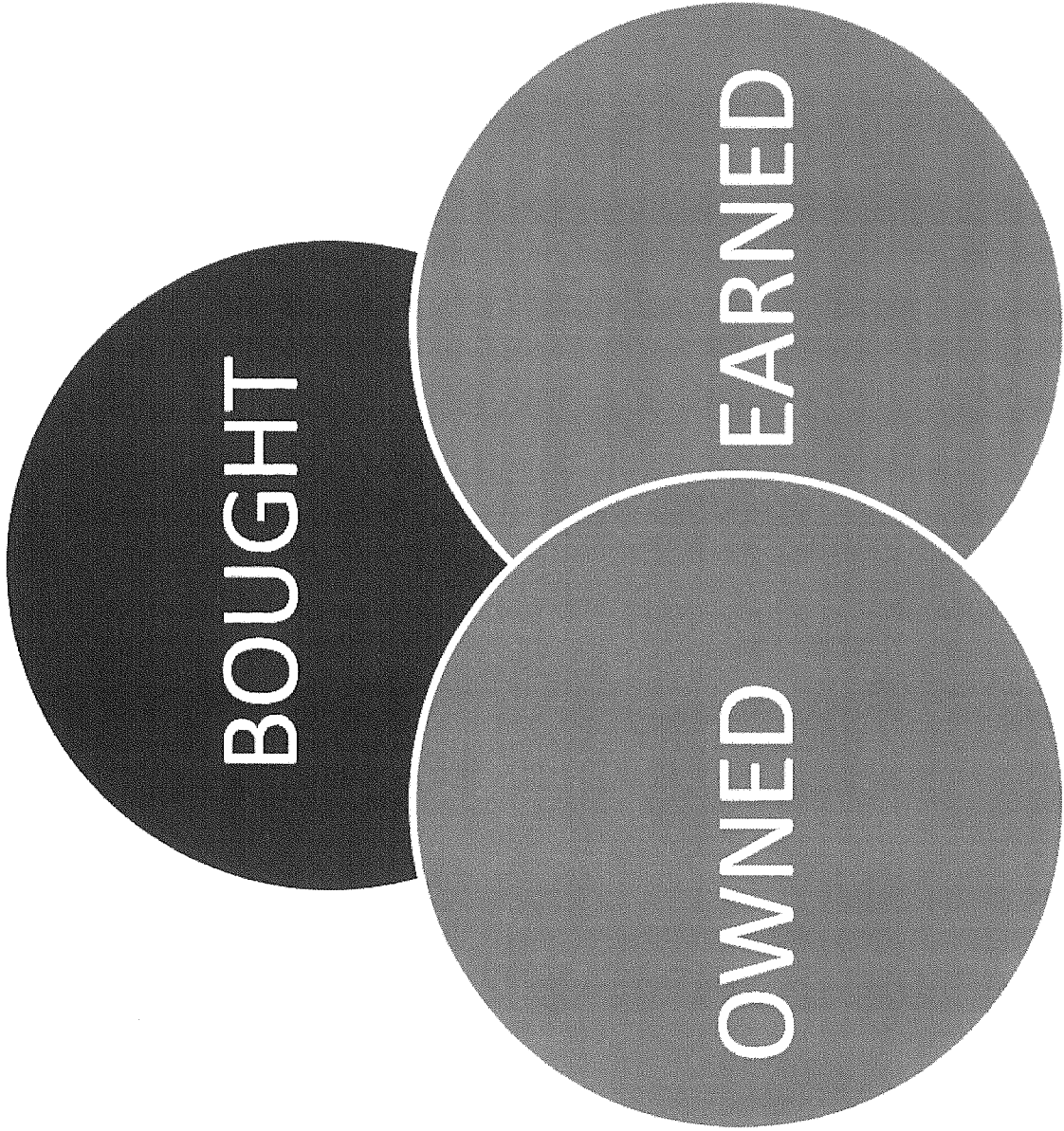


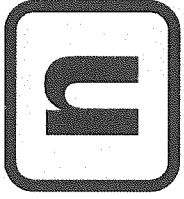
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north lake tahoe

Attachment B



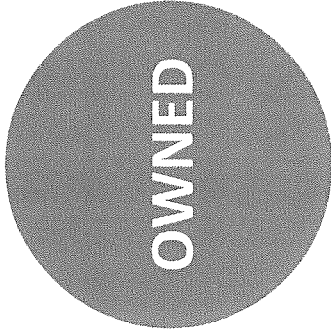


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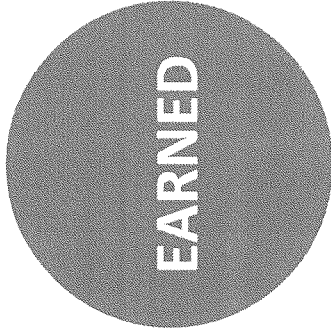
Consumer Advertising



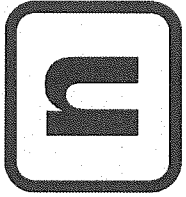
- Print as core brand driver with ability to highlight events, niche campaigns and deals
- Radio to push four identified target periods and involve partners via promotions
- Outdoor to maintain awareness of NLT brand
- Online to extend the brand to travel planners & efficiently reach the destination market



- Brand to provide unique point of differentiation
- Website is the extension of the brand, source of information on NLT and portal to our community
- Database through which we maintain a relationship with NLT loyalists
- Travel planner is one of our fulfillment mechanisms and a resource for bringing NLT information to potential visitors



- Obtain additional free media value to achieve more impact with the budget
- Build upon consumer generated content via the website
- Continue to increase web click thru to lodging partners
- Cultivate a larger and more qualified database

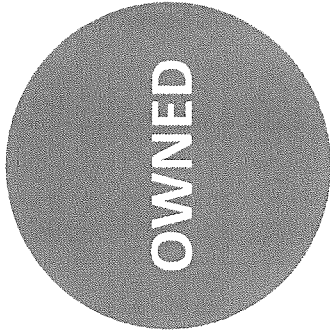


north lake tahoe

Conference Sales



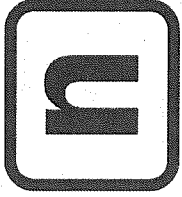
- Trade Shows
- Sales missions
- FAM visits
- Reno Lake Tahoe Marketing Coop
- Customer Lists
- Successful Meetings & M&C Customer Events
- Reunion Golf Tournament



- GoTahoeNorth.com'
- Conference Planning Guide
- Conference Sales DVD
- Sales collateral
- Media kits
- North Lake Tahoe brand
- Photos
- Customer Database



- Site Visits
- Editorial Coverage
- Contracted groups
- Brand Awareness
- Customer Loyalty/Repeat Bookings

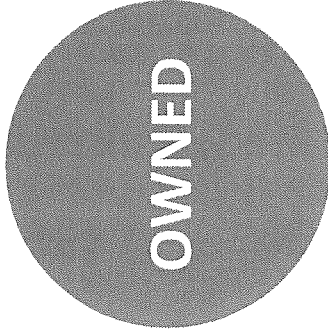


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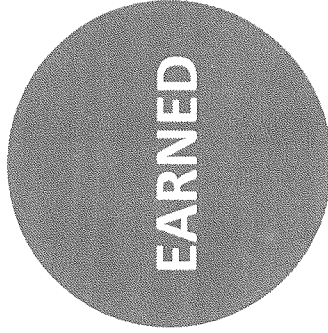
Leisure Sales



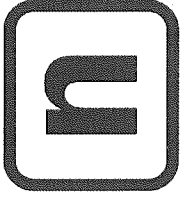
- Trade Shows
- Travel Trade marketing co-ops
- Sales and media missions
- FAM visits
- GSA representation
- High Sierra Visitor's Council
- Ski Lake Tahoe International
- Sierra Ski Marketing Council (SSMC)
- Travel Industry America (TIA)



- GoTahoeNorth.com
- Sales collateral
- Sales kits
- Media kits
- North Lake Tahoe brand
- Social media – on North Lake Tahoe, travel trade, ski club and media social sites
- Video
- Photos
- Regional maps
- Travel itineraries
- Story ideas



- Increased visitation from destination leisure travelers
- Ski Tahoe North interchangeable lift ticket contracts
- North Lake Tahoe Express contracts
- Partner lodging property contracts with travel trade
- Brochured North Lake Tahoe product with travel trade
- Online North Lake Tahoe product with travel trade
- Press coverage
- Increased destination visitor traffic to GoTahoeNorth.com
- Brand recognition
- Educated sales agents confident and passionate about selling North Lake Tahoe

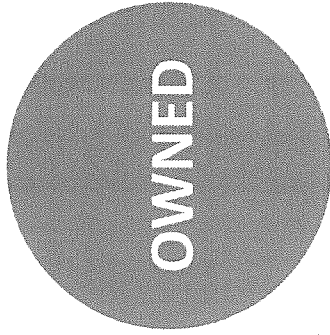


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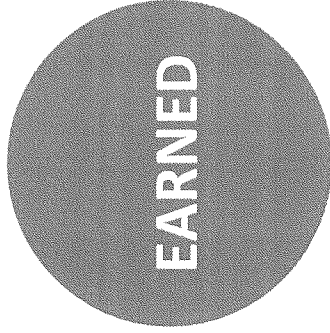
Special Events



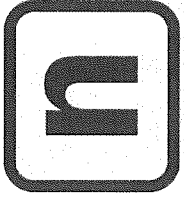
- Autumn Food & Wine Festival
- Adventure Racing Sponsorship
- Seasonal Event Production and partnerships
- Community Marketing Grants
- New Event Development
- Event acquisition and sponsorships



- TahoeFoodandWine.com
- Tahoe Big Blue Adventure Race
- Fabulous Fall Festival
- Learn to Ski
- SUP Race Series
- High Notes Summerlong Music Series
- Special Event Resource Guide
- Event production, consulting & marketing expertise
- GoTahoeNorth.com web content, event calendars, splash pages.



- National and regional recognition by food writers and editors
- Recognition as adventure race destination
- Tahoe as summer music destination
- Community awareness, promotion and involvement
- Drive overnight stays during strike zones
- Increase local economic impact thru events
- Brand Tahoe as event destination
- Positioned Tahoe as largest flat water paddling venue
- Contract major sporting event producers

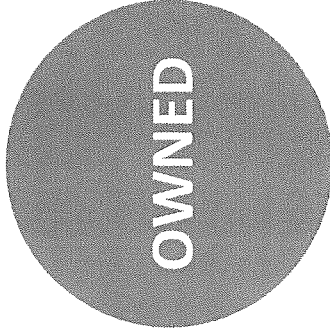


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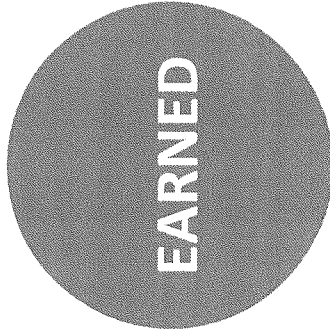
Social Marketing/Media



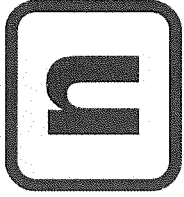
- Social Networks (Facebook, Twitter, YouTube, Flickr)
- Blog
- Photos / Videos
- Contesting (e-mail capture)
- Polls (e-mail capture)
- Experts
- Mobile Applications
- Mobile Innovations
- Social Stunts



- Borderless information dissemination
- Expertise
- Content (original, from partners and gathered through advertising, web, e-news, editorials, PR)
- Social link inclusion in marketing
- Education
- Outreach
- Immediacy

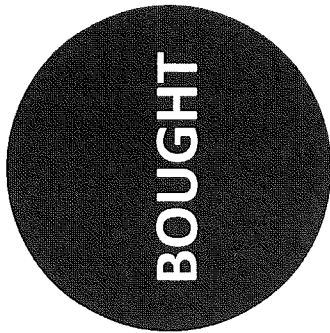


- Credibility
- Commentary / Comments
- Authenticity
- Transparency
- Coverage
- Relationships
- Fan endorsements
- Fans / Followers

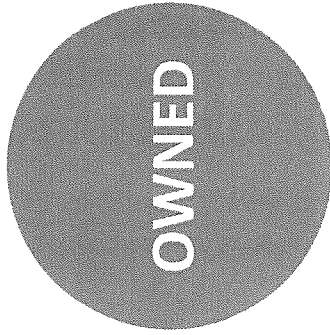


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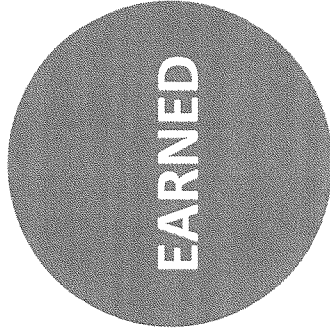
Public Relations



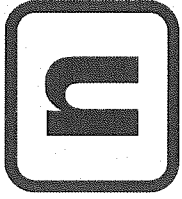
- Media Trade Shows
- Media Missions
- Golf the High Sierra
- Pow Wow Media Show
- Editorial/Desk Side Appts.
- Media Fams/Blitz



- Media/Press Kits
- News Releases
- Video News Releases
- B-Roll
- Images for Editorial Use
- Media Center On GTN
- Local Experts (interviews)
- Press Clipping Service
- Media Invites
- PR Plans – overall and for niche campaigns



- Media Inquiries
- Interviews with Media
- Media Placements/Editorial
- Number of Impressions
- Advertising Equivalency
- Media Press Trips
- Leveraged Advertorial
- Media Database
- Media Fans (FB)
- Media Followers (Twitter)

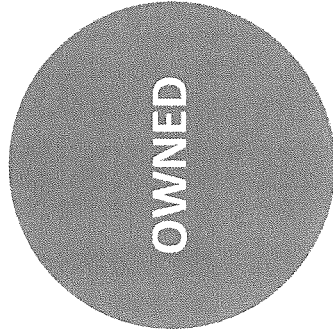


north lake tahoe

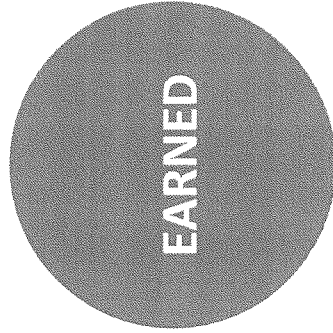
Website



- Content Manager FEE



- WEB SITE
- Message/Content:
- Imagery
- High Notes
- Events
- AFW
- Contests/Tell Your Story
- Press Releases
- Data Base

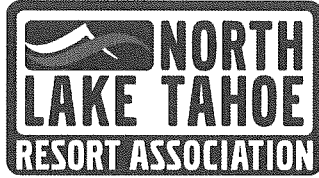


- AREA AWARENESS
- Response/Bookings
- Interchangeable Tix Sales
- AFW Ticket Sales

Board/Staff Follow-up on Previous Action Items

Assigned	Date	Action	Status	Date Completed
Ron Treabess	5/5/10	The Board directed staff to take Board concerns including the location for the Performing Arts Center, transportation funding, and the method used to approve Infrastructure projects to the Joint Infrastructure/Transportation Committee for review, discussion and recommendation.	To be discussed at Oct/Nov Committee Meeting	Performing Arts discussed 7/28 & 9/27; others continued
Ron/Andy	6/1/10	Secure Amgen Tour of California for spring 2011.	On-going	10/7/10 - Successful selection by Amgen
Alex/Staff	6/1/10	The Board Chair will work with staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.	On-going	
Search Committee	6/1/10	Develop different organizational concepts and continue CEO search.	On-going	
Ron	7/7/10	Houston Group to submit Scope of Services.	Complete	9/1/2010
Andy	7/7/10	Marketing Conference Equity Committee to pursue issue of conference equity.	On-going	
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going	
TOT Committee	7/7/10	Develop a proposal for initiating survey/factfinding information for TOT renewal.	To be completed in Nov/Dec	
Search Committee	8/4/10	Explore the topic of the Human Resources/Board relationship.	On-going	
Staff	8/4/10	Continue to collaborate with the County regarding the TOT Budget and Agreement.	Complete	9/14/2010
Andy	8/4/10	Determine the structure of the Lodging Sub-committee.	October 13th Board meeting	
Andy	8/4/10	Bring the 2010/11 Marketing Strategy to the Board.	October 13th Board meeting	
Staff	8/4/10	Investigate ways to distribute information from Chamber events to people who cannot attend them, but who may be interested in the content.	On-going	
Staff	9/1/10	Agendize the clarification of profit/non-profit status of the Chamber of Commerce in California & Nevada.	October 13th Board meeting	
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	November Chamber Advisory Committee meeting	
Ron	9/1/10	Present the overall bike trail plan to the Board.	January 2011 Board meeting	

Assigned	Date	Action	Status	Date Completed
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	November Chamber Advisory Committee meeting	
Ron/Placer County	9/1/10	Have Placer County present its legislative advocacy platform when appropriate.	On-going	
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	On-going	



October 13, 2010

To: Board of Directors

From: Kim Lambert, Accounting and Human Resources Assistant

Re: North Lake Tahoe Resort Association Business Entity Status

Background

The North Lake Tahoe Resort Association is registered as a non-profit corporation by the Secretaries of State in both California (#C1962142) and Nevada (#E0614452006-5). The North Lake Tahoe Chamber of Commerce is also registered as a non-profit corporation by the Secretaries of State in both California (#C0465388) and Nevada (#E0614482006-8). However, for tax purposes, the California Franchise Tax Board treats the Chamber of Commerce as a for-profit corporate entity. This change occurred when the Chamber of Commerce was absorbed under the Resort Association umbrella in 1996 and there ceased to be any financial activity for it. The Chamber of Commerce has filed IRS form 1120 and California state form 100 and has paid \$800 per year to the Franchise Tax Board. A final tax return for the Chamber of Commerce was filed on June 30, 2009.



October 13, 2010

To: Board of Directors

Fr: Chamber Staff

Re: Discussion and Possible Action to Appoint a New Representative to the Chamber of Commerce Advisory Committee.

Background

Staff has been advised that Ryan Slabaugh of the Sierra Sun/North Tahoe Bonanza will not be able to continue his committee seat obligations due to the fact that he is no longer in the area. He has been re-located to Aspen and will continue his employment with the same company. He would like to nominate Michael Gelbman from the Sierra Sun/North Tahoe Bonanza for the seat.

On September 20, 2010, Ryan tendered his resignation and nominated Michael Gelbman from the Sierra Sun/North Lake Tahoe Bonanza to take his place. He felt that his replacement has marketing and publishing background that will be advantageous to the committee.

At the Chamber Advisory Committee meeting on October 6, 2010, the Chamber Advisory Committee accepted the nomination.

Requested Action

That the Board take action to appoint Michael Gelbman, the replacement named by Ryan Slabaugh, as a representative to the Chamber of Commerce Advisory Committee, as recommended by the Chamber of Commerce Advisory Committee.