

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, October 24, 2012

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday, October 24, 2012, beginning at 3:30p.m. The meeting will be held in the board room of the Incline Village Crystal Bay Visitors Bureau, 969 Tahoe Blvd., Incline Village, NV 89451.

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 IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board. Public Comment is limited to 3 minutes.

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| I. Call to Order/Roll Call | Fred Findlen |
| II. 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. | Fred Findlen |
| III. Approval of Agenda – (For Possible Action) | Fred Findlen |
| IV. Approval of Board Minutes from the meeting of
September 19, 2012 – (For Possible Action) | Fred Findlen |

V. Executive Director's Report

Bill Hoffman

A. Marketing Indicators

B. Revenue Report and examination of 10 year June through August revenue production comparison

C. RSCVA Report including EMC core market study for August 2012.

D. NLT Coop Report including sample of creative and media from new agency School of Thought.

VI. Consideration of contract revisions for North Lake Tahoe Marketing Cooperative, and adoption of supporting resolution - (For Possible Action)

VII. Old Business

Fred Findlen

VIII. New Business

Fred Findlen

**IX. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for the public to comment on any matter
whether or not it is included on the Agenda of this meeting.**

Fred Findlen

X. Adjournment – (For Possible Action)

Physically disabled persons desiring to attend this meeting should contact Tricia Davis at (775) 832-1606

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

Meeting Location

Submitted by
Tricia Davis