Lake Tahoe
Visitors Authority

Board of Directors Meeting
Thursday, October 8, 2020, 3:00 PM
Virtual Platform

This virtual meeting will take place via Zoom

https://us02web.zoom.us/j/87655258640?pwd=MGVWeXZhNjlOY0JEMS9JeTIvQjEvdz09

Dial In Option: (669) 900-6833 | Meeting ID: 876 5525 8640| Password: 310187

The LTVA Board will meet remotely on Thursday, October 8, 2020, through the use of Zoom. Board members and staff will log in independently.

To watch or participate in the virtual meeting, use the Zoom Meeting link above. You can view it from a computer or smartphone. You can view it from a computer even if you do not have a webcam. If you participate from a computer follow the instructions to install the 'Zoom Launcher'. If you participate from a smartphone you will have to download the app before joining. You do not need a Zoom account to participate but it is encouraged to open a free account.

You can also call in without a computer by calling (669) 900-6833 and following the prompts. The meeting ID is: 876 5525 8640 - Here is a one-minute tutorial link for Zoom users: https://youtu.be/vFhAEoCF7jg

To request a mailed or electronic version of this Agenda or the supporting documentation for this meeting, please e-mail jenny@ltva.org.

The Board reserves the right to take items in a different order to accomplish business in the most efficient manner, to combine two or more agenda items for consideration, and to remove items from the agenda or delay discussion relating to items on the agenda.

3:00 PM: American Century Championship Check Distribution

AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Introduction of Guests and Staff**
4. **Public Comment**

   Public comment will be accepted at the beginning and end of the meeting and should be submitted through the Zoom chat function. A moderator will then read the comment into the record. Public comment can also be made prior to the meeting by emailing jenny@ltva.org by 2PM on October 8, 2020.

5. **Approval of Agenda**
6. **Approval of Minutes:** September 10, 2020 Board Meeting
7. **Review and Discussion:** July 2020 Preliminary Financial Statements
8. **Review and Discussion:** August 2020 Preliminary Financial Statements
9. **Possible Action:** Proposed Public Relations Request for Proposal Committee Structure and Appointments – *Staff*
10. **Presentation:** Update on Current Marketing Initiatives – *Staff*
11. **Possible Action:** Winter/Spring Advertising Campaign – *Staff & Duncan Channon*
12. **Possible Action:** Travel Impact Research ($5,000) – *Staff & Josh Priou*
13. **Update:** Events Center – *Carol Chaplin*
14. **Recommendation:** Future Agenda Items
15. **Updates by Board Members and Staff**

    This is an opportunity for Board members and staff to present updates on meetings they have attended, legislative matters or other items that are relevant to the mission of the Lake Tahoe Visitors Authority. There will be no action taken on these items other than to possibly request that items be placed on future agendas or to direct staff to further investigate the matter.

16. **Reports and Back Up Documents:** Reports are provided on a monthly basis by the LTVA staff:
    a. LTVA Annual Report Fiscal Year 2019-2020
    b. Smith Travel Report
    c. City of South Lake Tahoe Lodging Report
    d. Douglas County Lodging Tahoe Township Year-Over-Year Comparison Report
    e. Lake Tahoe South Shore Rooms Rented Report
    f. Tahoesouth.com Web Traffic Year-Over-Year Comparison Report
    g. Agency Reports
    h. LTVA Key Staff Updates
17. **Public Comment** (no action can be taken)
18. **Next Meeting**

    Thursday, November 12, 2020, 3:00 pm

19. **Adjournment**

NOTE: We are pleased to make accommodations for members of the public who are disabled. Please notify the LTVA in writing at PO Box 5878, Stateline, NV 89449 or call (775) 588-5900 x300 prior to the meeting.

In accordance with Nevada Revised Statute Chapter 241, this agenda closes three days prior to the meeting day and notice of the meeting and its supporting documentation was posted on www.LTVA.org. Notice of this meeting was also posted on the internet through the NV State posting website at notice.nv.gov.