



Lake Tahoe
Visitors Authority

Board of Directors Meeting
Thursday, January 14, 2021, 3:00 PM
Virtual Platform

This virtual meeting will take place via Zoom

<https://us02web.zoom.us/j/88412286548?pwd=UGpxVHVGVWnBaeEx3UjFXdzhGMTcydz09>

Dial-In Option: (669) 900-6833 | Meeting ID: 884 1228 6548 | Password: 099226

The LTVA Board will meet remotely on Thursday, January 14, 2021, 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: 884 1228 6548 - 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.

AGENDA

- 1. Call to Order**
- 2. Welcome New Board Member, Cody Bass, City of South Lake Tahoe**
- 3. Roll Call**
- 4. Introduction of Guests and Staff**
- 5. 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 January 14, 2021.

TahoeSouth.com

PO Box 5878 | 169 Hwy 50 | Stateline, NV 89449 | (775) 588-5900

6. Approval of Agenda

7. Approval of Minutes: December 10, 2020 Board Meeting

8. Possible Action: October 2020 Financial Statements

9. Review and Discussion: November 2020 Preliminary Financial Statements

10. Possible Action: Appointment of LTVA Board Secretary

11. Possible Action: Appointment of At Large Seat, Douglas County

12. Possible Action: Authorization for CEO to Negotiate Media Exposure During February 2021 Sporting Event – *Carol Chaplin*

13. Update: Winter Campaign – *Staff*

14. Update: Event Center – *Carol Chaplin*

15. Recommendation: Future Agenda Items

16. 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.

17. Reports and Back Up Documents: Reports are provided on a monthly basis by the LTVA staff:

- a. Smith Travel Report
- b. City of South Lake Tahoe Lodging Report
- c. Douglas County Lodging Tahoe Township Year-Over-Year Comparison Report
- d. Lake Tahoe South Shore Rooms Rented Report
- e. Tahoesouth.com Web Traffic Year-Over-Year Comparison Report
- f. Agency Reports
- g. LTVA Key Staff Updates

18. Public Comment (no action can be taken)

19. Next Meeting

Thursday, February 11, 2021, 3:00 pm

20. 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.