



LAKE TAHOE
VISITORS AUTHORITY
TAHOESOUTH.COM

BOARD OF DIRECTORS MEETING
THURSDAY, DECEMBER 8, 2011 – 3:00 pm
LTVA EXECUTIVE CONFERENCE ROOM
169 HIGHWAY 50
STATELINE, NEVADA 89449

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. Roll Call
3. Introduction of New Board Member, Guests and Staff
4. Approval of Agenda
5. Approval of Minutes of October 13, 2011
6. Approval of Minutes of November 10, 2011
7. Public Comment (No Action Can be Taken)
At this time, public comment will be allowed on those items not appearing on the agenda that are within the jurisdiction and control of the Lake Tahoe Visitors Authority. Public comment is limited to three minutes per speaker. If you are going to comment on a specific agenda item scheduled for action, please do so when that item is opened for public comment.
8. Presentation of American Century Championship community donations.
9. For possible action. Discussion on whether to approve the September Financial Statement as presented.
10. For possible action. Discussion on whether to approve the October Financial Statement as presented.
11. For possible action. Discussion on whether to approve the Winter Promotional Campaign as presented by Duncan/Channon, in an amount not to exceed \$250k.
12. For possible action. Discussion on whether to approve the Summer 2012 Media Buy recommendations as presented by Duncan/Channon, in an amount not to exceed \$1,035,000.



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13. For possible action. Discussion on whether to approve the Brand Rollout Campaign as presented by Duncan/Channon, in an amount not to exceed \$30k.
14. For possible action. Discussion on whether to approve the Economic Impact Study as presented by SMG, in an amount not to exceed \$10k.
15. Updates by Board members and staff (No Action Can be Taken)
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.

Adjournment

NOTICE: The Lake Tahoe Visitors Authority is pleased to make reasonable accommodations for any citizen who wishes to attend this meeting. If special arrangements are necessary, please contact Administrative Assistant Georgette Riley at (775) 588-5900 x300 at least 24 hours before the meeting.

In accordance with Nevada Revised Statute Chapter 241, this agenda closes three days prior to the meeting day and has been posted on Friday, December 2, 2011 at the following locations: Douglas County Administration Buildings (Stateline and Minden), Libraries (Zephyr Cove and Minden), and at the LTVA Offices, 169 Highway 50, Stateline, NV 89449.