

MEMORANDUM**TO:** Board of Trustees**FROM:** Paul Raymore, Marketing Director**SUBJECT:** Receive a report and update regarding the IVGID Magazine Reader Survey results. (Requesting Staff Member: Marketing Manager Paul Raymore)**RELATED STRATEGIC PLAN BUDGET INITIATIVE(S):** Long Range Principle #6 – Communication – The District will engage, interact and educate to promote understanding of the programs, activities, services, and ongoing affairs.

- Provide clear, concise and timely information in multiple, publicly accessible formats.
- Ensure that both internal and external communication is responsive, comprehensive and inclusive.

There are no Strategic Plan Initiatives related to this item as this is an annual ongoing operational component.

DATE: January 10, 2024**HISTORY & OVERVIEW**

The *IVGID Magazine* – formerly the *IVGID Quarterly* – has existed in something similar to its current form since June 2015. Prior to that, the District self-published a bi-annual *Parks & Recreation Activity Guide* that was distributed at the Recreation Center and listed classes, activities, programs, etc. available at the Recreation Center and through other Parks & Recreation departments.

Initially, the *IVGID Magazine* was published in partnership with the Sierra Nevada Media Group (which also publishes the Tahoe Daily Tribune newspaper); however, beginning in December 2017, the District contracted with Creative Concepts Media (CC Media) to assume the role of the District's publishing

partner, and CC Media has continued in that role to date.

(Note: CC Media, which is our publishing partner for the magazine, is a different entity than EXL Media, which handles the District's paid advertising placements for the Marketing Department.)

Currently, we publish five (5) editions of the *IVGID Magazine* per year on the following schedule:

- Mid-April: Spring/Early-Summer Guide
- Late-June: Summer Guide
- Mid-September: Fall/Early-Winter Guide
- Late-October: Annual Report edition
- Mid-December: Winter Guide

Each time we publish a new edition, we mail one copy to each parcel owner on record (approximately 6,900 copies) and distribute additional copies of the magazine at the Recreation Center and seasonally at various other District venues (Incline & Burnt Cedar beaches, Village Green, Aspen Grove, Preston Field).

In an effort to minimize waste, the Marketing team continually adjusts the total quantity of magazines printed to try to print only what we expect to distribute each edition. We also adjust quantities seasonally, as there are many more residents in town during the summer months than during the fall/winter/spring.

Beginning in September 2023, we also created an online mailing opt-out form that residents can fill out if they no longer wish to receive a printed copy of the magazine in the mail. As of Dec. 23, 2023, we have had a total of eight (8) opt-out requests.

IVGID MAGAZINE TYPICAL EDITORIAL CONTENT

Note: "Editorial content" includes all the non-advertising content in the magazine. Per our agreement with CC Media, 60% of the total space in the magazine will be reserved for District content.

Depending on the season, the *IVGID Magazine* typically includes a listing of upcoming activities, classes, clinics, programs, summer camps and special events happening throughout the District's various Community Services departments.

In addition, there is seasonal information relevant to the District's residents and stakeholders, such as:

- Updated beach rules
- Golf Courses & The Grille opening/closing dates

- 4th of July events
- What's new at District venues

There are frequently contributions by Health & Wellness professionals from the Recreation Center (fitness & nutrition tips), updates on major capital improvement projects provided by the Public Works department, updates from the Waste Not team on conservation-related topics, and photo galleries from events the District hosted since the last edition was published (e.g. Trail of Treats, Incline Open tournaments, Dummy Downhill, etc.).

Other regular content includes:

- Contact information and/or bios for the IVGID Trustees
- 2 pages of maps of District venues/facilities
- List of notable new and promoted District staff
- List of jobs the District is currently recruiting for

Occasionally, the magazine has space available to include content from community partners such as the North Lake Tahoe Fire Protection District (often defensible space tips and similar) and the Incline Village Library (usually a list of upcoming events/activities open to the community).

READER SURVEY METHODOLOGY & RESULTS

The IVGID Magazine 2023 Reader Survey was conducted via the District's *Alchemer* survey platform, and administered by the Marketing Department. The unfiltered survey results are included as **Attachment A - IVGID Magazine Reader Survey unfiltered results**.

Survey Promotion

The survey opened on June 27, 2023, and was open for feedback through October 31, 2023. The survey was kept open for an extended period of time to give readers of the magazine multiple editions to find out about the survey.

The survey was publicized across all the District's communications channels, including:

- The survey QR code was printed on the covers of the June 2023 & September 2023 editions.
- Preliminary survey results were summarized in the September 2023 edition (page 6), along with an appeal to those who had not yet taken the survey.
- The survey was mentioned in the "Message from the Editor" section of the October 2023 edition (page 5), with an appeal to those who had not yet taken survey.

- Dedicated emails about the survey were sent to all IVGID Recreation Pass holders on July 26 (8,008 recipients / 5,212 opens / 548 clicks) & August 5 (7,449 recipients / 4,959 opens / 285 clicks).
- The survey was mentioned and linked to in other Parks & Recreation emails throughout the summer.
- Social media posting (video Reel) on Facebook (240 total reach, 1 share, 4 reactions) and Instagram (819 total reach, 21 engagements) on September 29 via Parks & Recreation account.
- Survey linked at the top of the IVGID Magazine page on YourTahoePlace.com website during the duration of the survey period: <https://www.yourtahoeplace.com/ivgid/resources/ivgid-quarterly>

Survey Questions & Results

The primary goal of the Reader Survey was to solicit reader feedback about the editorial content contained in the magazine and what content readers want to see more of going forward. The secondary goal was to gauge readers' opinions about the value provided by the magazine, whether a printed edition was warranted, and whether mailing the magazine to all parcel holders was worth the expense.

For readers' opinions on these topics, please see **Attachment A – IVGID Magazine Reader Survey unfiltered results**.

PAID ADVERTISING IN THE IVGID MAGAZINE

Per the publishing agreement with CC Media (Attachment B - CC Media publishing agreement), CC Media manages all advertising sales and placement for the magazine, and collects and keeps all advertising sales revenue. In exchange, CC Media pays for printing of up to 9,500 copies of each edition, handles all graphic design and layout, and facilitates the delivery of printed magazines to the direct mail shop used to mail copies to parcel holders. (The District pays for the actual mailing cost.)

All paid advertisements included in the magazine are subject to District Policy and Procedure No. 143/Resolution No. 1904 (District-wide advertising policy), with any questionable ads forwarded by CC Media for approval by the District General Manager and/or District Legal Counsel.

COST TO MAIL THE IVGID MAGAZINE

The cost to mail the *IVGID Magazine* to the approximately 6,900 parcel owners throughout the District (as compiled by Washoe County parcel master database) varies slightly for each edition, depending on the page count (weight) of the magazine and total number of addresses. For the 2023 calendar year, the mailing expenses were:

- April 2023 edition: \$4,345.81

- June 2023 edition: \$5,426.77
- September 2023 edition: \$5,323.91
- October 2023 edition: \$5,140.84
- December 2023 edition: \$5,316.11
- **TOTAL: \$25,553.44**

** Note: Mailing expenses increased beginning with the June 2023 edition due to “mail processing” fees added by the direct mail shop. These fees were added after the verbiage about the total cost of the mailings was included in the Reader Survey.*

CONTRACT RENEWAL NEEDED

The current publishing agreement with CC Media runs through the December 2024 edition.

Due to the nature of advertising sales agreements – often contracted up to 1 year in advance with advertisers committing to a full year’s worth of ads – CC Media and the District should look to extend, modify, or make plans to terminate the agreement for calendar year 2025 and beyond by April 2024.

VIII. ATTACHMENTS

1. Attachment A - IVGID Magazine Reader Survey unfiltered results
2. Attachment B - CC Media publishing agreement

Full/Unfiltered Report: 2023 IVGID Magazine Reader Survey

Thank you for sharing your thoughts on the IVGID Magazine (formerly known as the IVGID Quarterly)! We appreciate your feedback and suggestions for making this publication more interesting and useful for the Incline Village & Crystal Bay community.

Response Counts

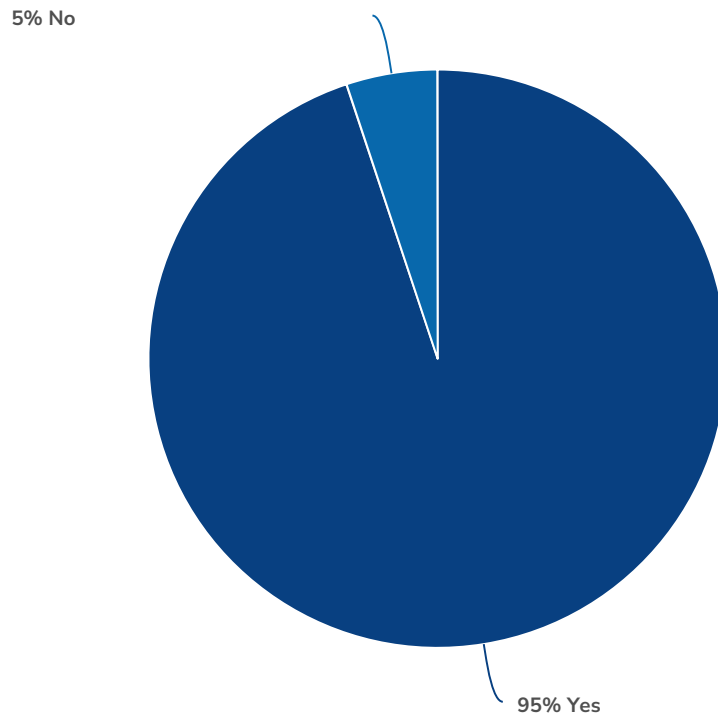
2023 IVGID Magazine Reader Survey



Totals: 1,013

1. Are you a property owner in Incline Village/Crystal Bay? (required)

2023 IVGID Magazine Reader Survey



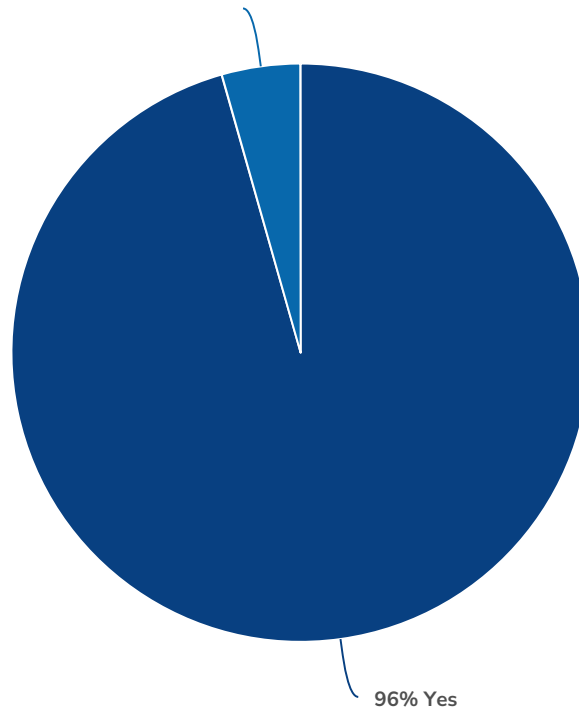
Value	Percent	Responses
Yes	94.9%	748
No	5.1%	40

Totals: 788

2. Do you have an IVGID Recreation Pass - aka a "Picture Pass"? (required)

2023 IVGID Magazine Reader Survey

4% No



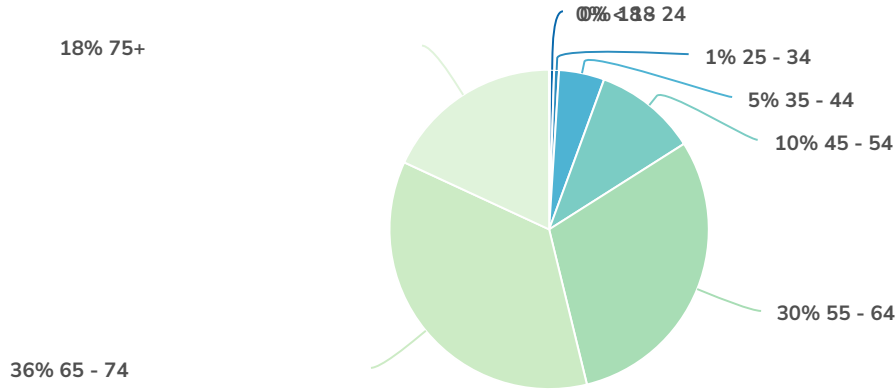
96% Yes

Value	Percent	Responses
Yes	95.6%	752
No	4.4%	35

Totals: 787

3. What is your age?

2023 IVGID Magazine Reader Survey

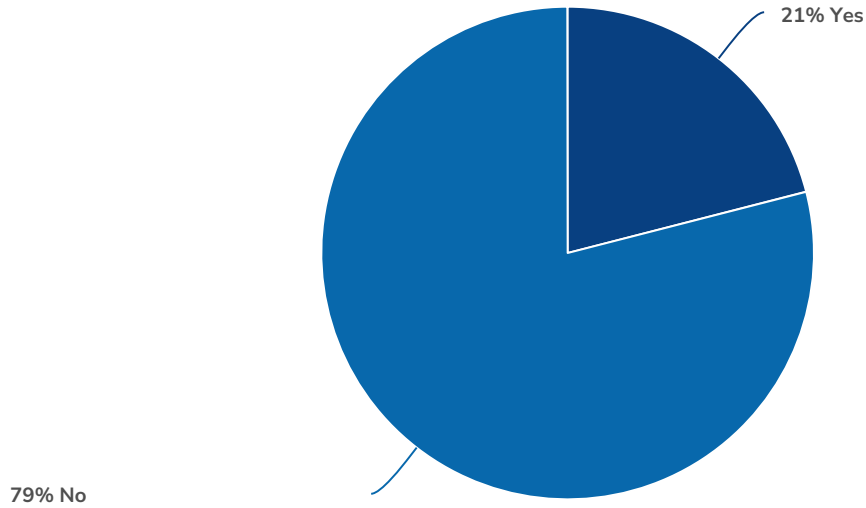


Value	Percent	Responses
< 18	0.1%	1
18 - 24	0.4%	3
25 - 34	0.5%	4
35 - 44	4.6%	35
45 - 54	10.4%	80
55 - 64	30.2%	232
65 - 74	35.7%	274
75+	18.1%	139

Totals: 768

4. Do you have children (under age 18) living in your household or visiting regularly?

2023 IVGID Magazine Reader Survey

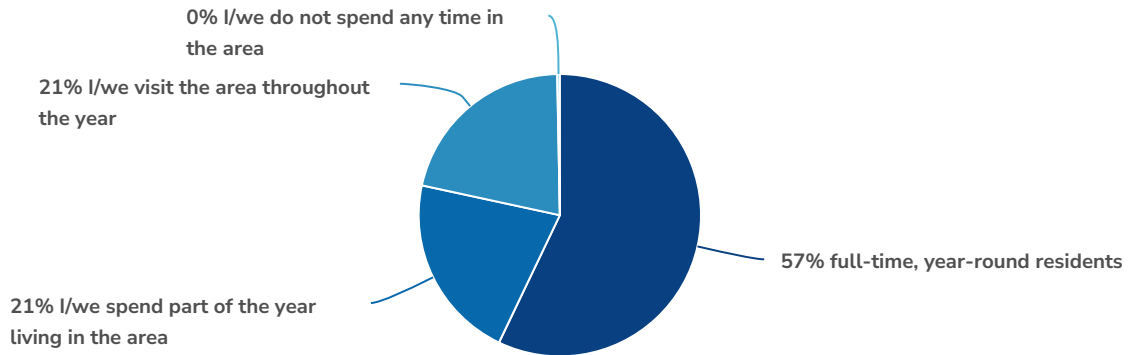


Value	Percent	Responses
Yes	21.0%	162
No	79.0%	611

Totals: 773

5. How much time do you spend in Incline Village/Crystal Bay each year?

2023 IVGID Magazine Reader Survey

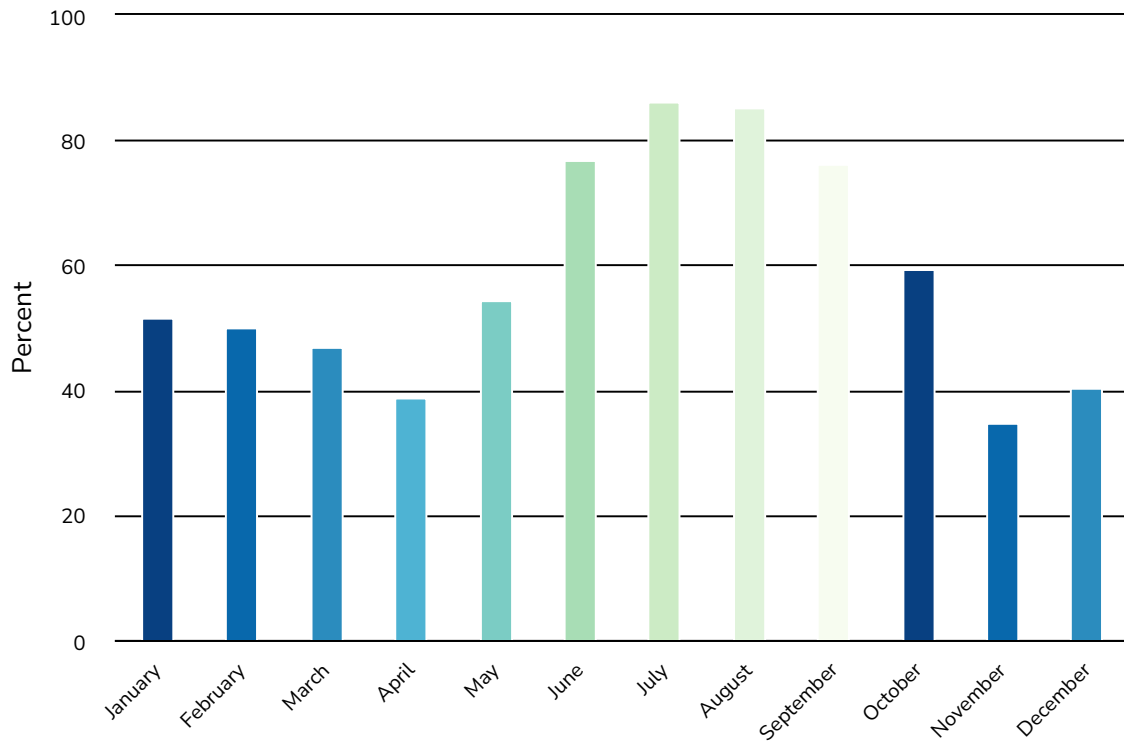




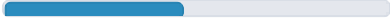
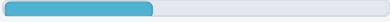

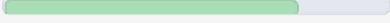
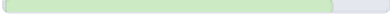
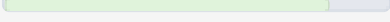
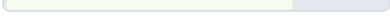

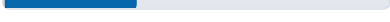
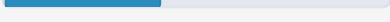
Value	Percent	Responses
full-time, year-round residents	57.1%	442
I/we spend part of the year living in the area	21.3%	165
I/we visit the area throughout the year	21.3%	165
I/we do not spend any time in the area	0.3%	2

Totals: 774

6. Which months do you and your family typically spend in Incline Village/Crystal Bay throughout the year? (select all that apply)

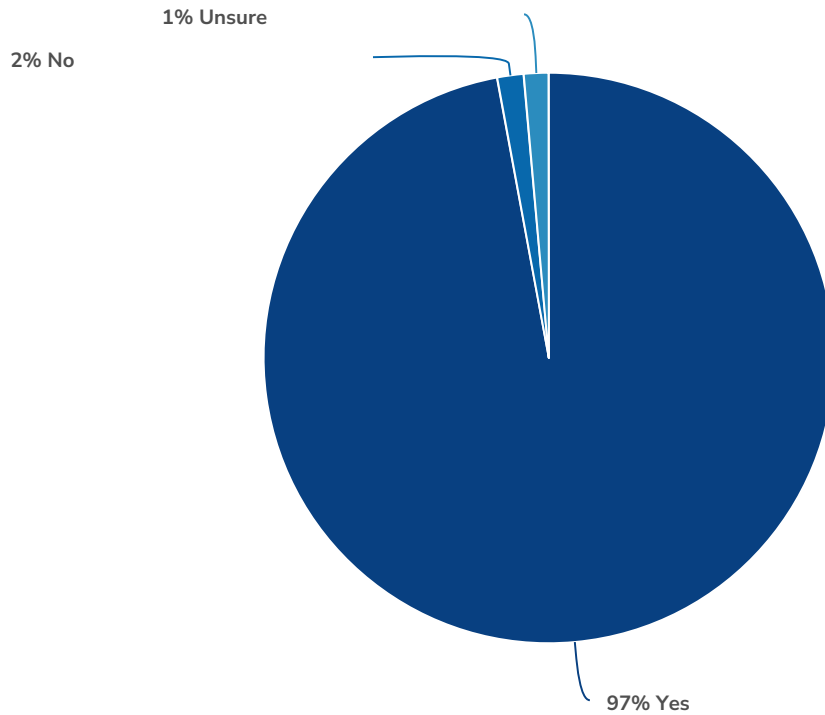
2023 IVGID Magazine Reader Survey



Value	Percent	Responses
January	51.7% 	167
February	50.2% 	162
March	47.1% 	152
April	39.0% 	126
May	54.5% 	176
June	77.1% 	249
July	86.4% 	279
August	85.4% 	276
September	76.2% 	246
October	59.4% 	192
November	35.0% 	113
December	40.6% 	131

7. Are you familiar with the publication known as the "IVGID Magazine" - formerly the "IVGID Quarterly"? (required)

2023 IVGID Magazine Reader Survey



Value	Percent	Responses
Yes	97.1%	759
No	1.5%	12
Unsure	1.4%	11

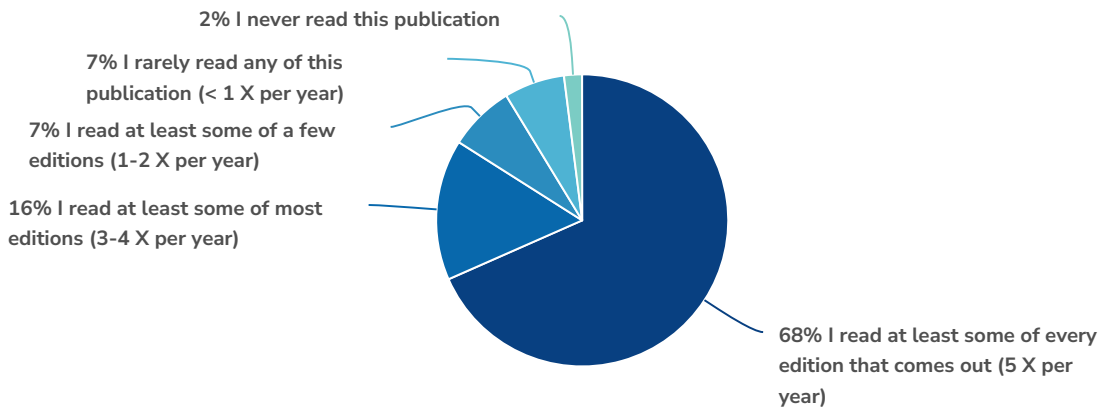
Totals: 782

The IVGID Magazine (formerly IVGID Quarterly) is the official activity guide and magazine for the Incline Village General Improvement District. It is published five times per year - Spring, Summer, Fall, Winter, and an Annual Report edition that comes out in October. The magazine typically contains information about what's happening around the District including upcoming programs and events, venue updates, the status of capital improvement projects, and much more.

Printed copies of the IVGID Magazine are mailed to every parcel holder in IVGID's database, and additional printed copies are available for pickup at the Recreation Center and various other District venues. Readers can also download digital copies of the current edition or look through back issues on the District's website.

8. How often do you read the IVGID Magazine? (required)

☰ 2023 IVGID Magazine Reader Survey

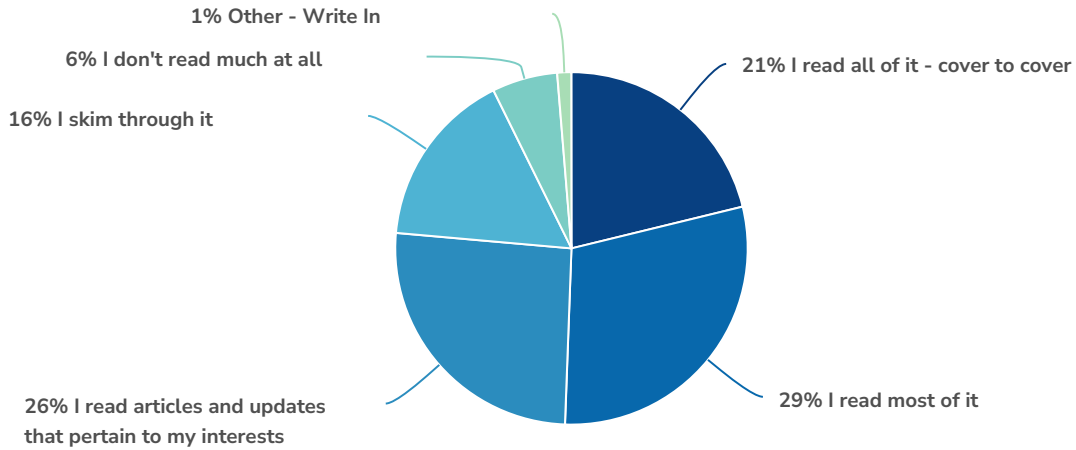


Value	Percent	Responses
I read at least some of every edition that comes out (5 X per year)	68.4%	512
I read at least some of most editions (3-4 X per year)	15.6%	117
I read at least some of a few editions (1-2 X per year)	7.3%	55
I rarely read any of this publication (< 1 X per year)	6.7%	50
I never read this publication	2.0%	15

Totals: 749

9. How much of the IVGID Magazine do you typically read?

2023 IVGID Magazine Reader Survey



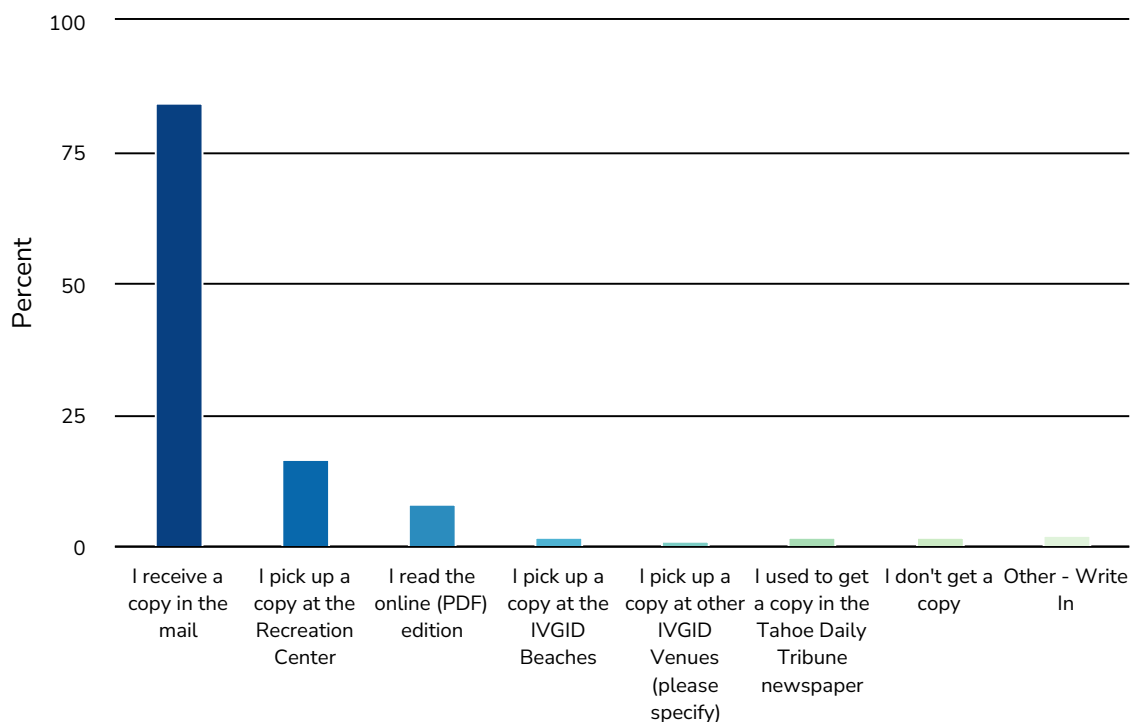
Value	Percent	Responses
I read all of it - cover to cover	21.2%	159
I read most of it	29.4%	220
I read articles and updates that pertain to my interests	25.8%	193
I skim through it	16.3%	122
I don't read much at all	6.0%	45
Other - Write In	1.3%	10

Totals: 749

Other - Write In	Count
50/50 skim or just trash it	1
Haven't ever received it	1
I do not read it.	1
I'm a water person and read only those portions dealing with the pools and kayaks	1
It's unnecessary since the important info is on the website; the rest is pure propaganda, meant to impress, not to inform.	1
None of it!	1
Nothing	1
The full color version of the IVGID Magazine is out of date by the time it's printed and is a waste of my time and money. STOP PRINTING AND MAILING IT NOW!!!!!!!!!!!!!!!!!!!!	1
This is first time I've heard about it.	1
never have seen it	1
Totals	10

10. How do you get a copy of the IVGID Magazine? (select all that apply - required)

2023 IVGID Magazine Reader Survey



Value	Percent	Responses
I receive a copy in the mail	84.5%	633
I pick up a copy at the Recreation Center	16.8%	126
I read the online (PDF) edition	8.1%	61
I pick up a copy at the IVGID Beaches	1.7%	13
I pick up a copy at other IVGID Venues (please specify)	1.2%	9
I used to get a copy in the Tahoe Daily Tribune newspaper	2.0%	15
I don't get a copy	1.7%	13
Other - Write In	2.3%	17

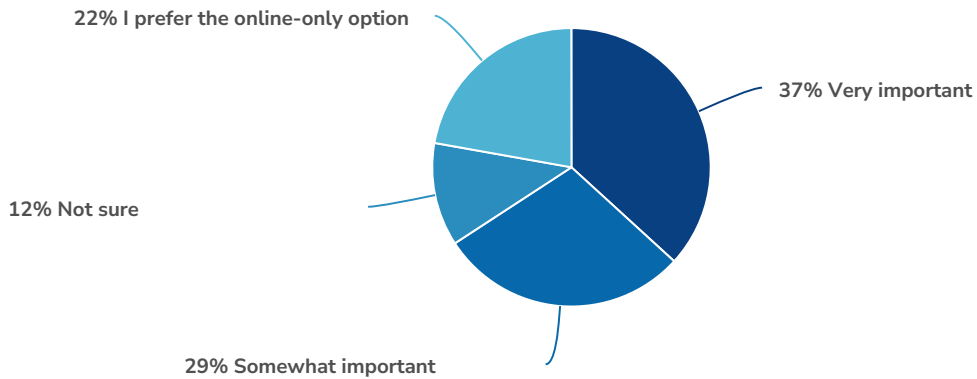
I pick up a copy at other IVGID Venues (please specify)**Count**

Rec center	2
Pool	1
Railey's Center	1
Raley's, USPS	1
Safeway, Kings Beach	1
Stores	1
Totals	7

Other - Write In	Count
Crystal Bay Club	1
I don't care if I get a copy or not.	1
I don't know	1
I get a copy inserted somewhere but I can't remember where	1
I grab one whenever I see one	1
I picked one up at the office	1
I read it and get it online	1
It doesn't get mailed to us even tho we are full time residents	1
Library	1
Raileys	1
Receive at least 4 copies, waste of \$.	1
U.S. Mail	1
We advertise and you bring us copies	1
i don't get a copy in the mail although you indicate that I should	1
pull it out of the stacks of discarded ones in the trash bin of the post office	1
we get 2 copies for 2 properties, but would prefer to get only 1 - can't figure out how to stop the extra	1
wherever i see one	1
Totals	17

11. How important is it that we publish a printed edition of the magazine (as opposed to an online-only publication)?

2023 IVGID Magazine Reader Survey



Value	Percent	Responses
Very important	36.8%	276
Somewhat important	29.0%	217
Not sure	12.0%	90
I prefer the online-only option	22.2%	166

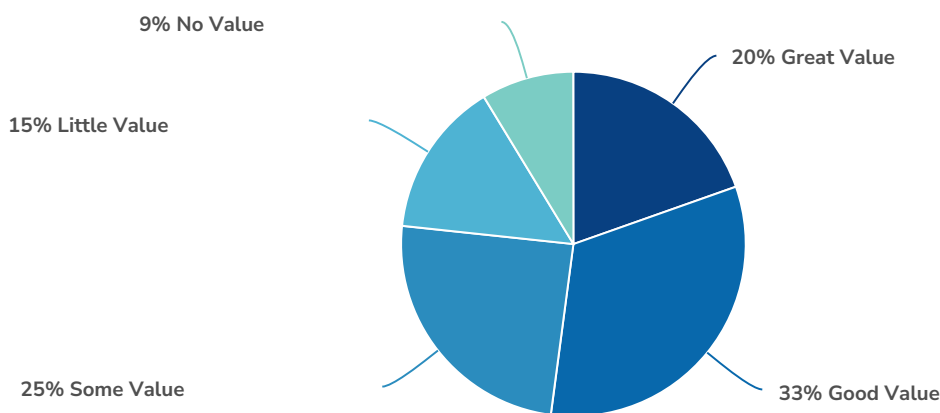
Totals: 749

Producing the five editions of the IVGID Magazine is a collaborative effort between the District and our publishing partner CC Media, who handles all of the advertising sales and management, layout and design, and pays for printing of the magazine. The District provides all content and editorial direction, and pays for the cost to mail a copy of each edition to every parcel owner in the District.

Mailing the IVGID Magazine generally costs the District approximately \$0.58 per parcel owner per edition (which averages out to be about \$4,000 per edition, or \$20,000 per year). Staff time to develop and edit the content is the only other District expense.

12. Given the costs to produce and mail the IVGID Magazine (listed above), how much value does the magazine hold for you and your household?

2023 IVGID Magazine Reader Survey

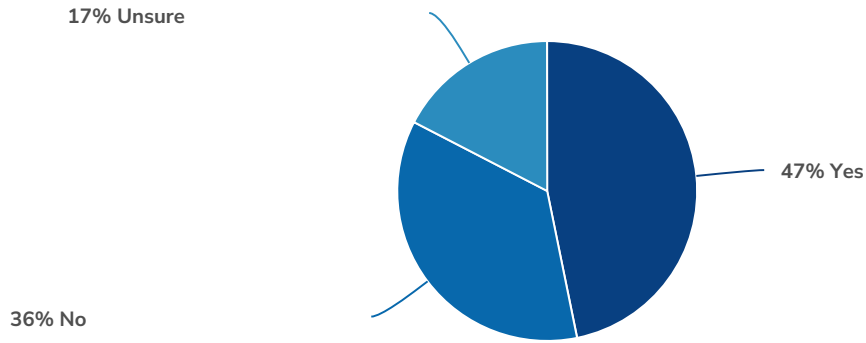


Value	Percent	Responses
Great Value	19.6%	145
Good Value	32.5%	240
Some Value	24.6%	182
Little Value	14.6%	108
No Value	8.7%	64

Totals: 739

13. Do you feel that the cost of mailing the magazine to all parcel holders is worth the expense (\$0.58 per parcel holder per edition)?

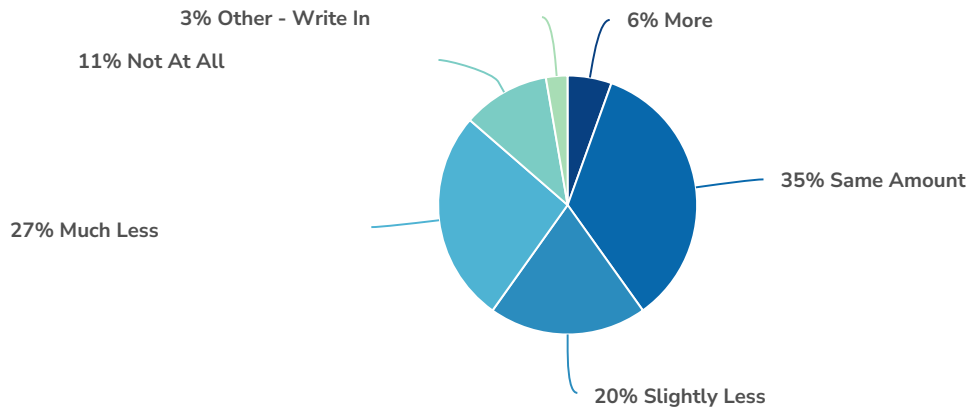
2023 IVGID Magazine Reader Survey



Value	Percent	Responses
Yes	46.8%	346
No	35.8%	265
Unsure	17.4%	129
		Totals: 740

14. If the IVGID Magazine was an online-only publication, do you think you would read it...

2023 IVGID Magazine Reader Survey



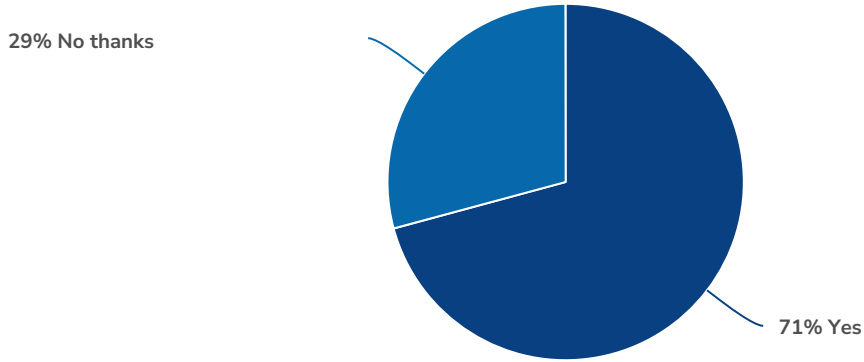
Value	Percent	Responses
More	5.5%	41
Same Amount	34.6%	256
Slightly Less	19.7%	146
Much Less	26.5%	196
Not At All	10.9%	81
Other - Write In	2.7%	20

Totals: 740

Other - Write In	Count
Definitely have a physical Copy at the Rec center and Visitors Center. But a digital copy is nice. I LOVE that you do this, but many end up in the trash at the PO. That's just wasted money.	1
Do not want this content	1
GET RID OF IT!!	1
I do currently read it online only	1
I don't appreciate staff time being spent on a publication of propaganda.	1
Pretty much the same thing every quarter	1
Probably eventually, would take a couple weeks. I might miss out on some events/registrations as a result. My kids enjoy going through it looking for pictures of themselves. They would miss that.	1
The current is good website is a bit hard to use, so my fear would be if this publication was online it could make things chaotic. Especially for the elderly that I have a hard time navigating websites.	1
Where is the authority for a magazine in NRS 318?	1
Yes if people know where to find online (put this info in monthly bill)	1
contributes to waste.... many thrown into bins at the PO	1
i look up things i want to know online	1
if it could reduce commercial ads	1
not sure but most likley read it less	1
only if pressing question	1
probably not	1
should government by in the magazine business?	1
slightly more	1
staff time, a scarce commodity, is disproportionate to any perceived value.	1
Totals	19

15. Are you willing to answer additional questions about specific content in the magazine (approx. 21 rankings)?


2023 IVGID Magazine Reader Survey



Value	Percent	Responses
Yes	70.8%	515
No thanks	29.2%	212

Totals: 727

16. TYPICAL CONTENT: PLEASE RATE HOW IMPORTANT THE FOLLOWING CONTENT IN THE IVGID MAGAZINE IS TO YOU:

 2023 IVGID Magazine Reader Survey

(1 star = not important at all; 5 stars = extremely important)

Beaches information ★★★★★
Count: 481
Not Applicable: 0

Tennis & Pickleball information ★★★☆☆
Count: 465
Not Applicable: 0

Golf information ★★★★★☆
Count: 469
Not Applicable: 0

The Grille at The Chateau information ★★★★★☆
Count: 484
Not Applicable: 0

Diamond Peak information ★★★★★☆
Count: 495
Not Applicable: 0

Weddings & Events information ★★★☆☆
Count: 448
Not Applicable: 0

Capital Improvement Projects updates ★★★★★☆
Count: 499
Not Applicable: 0


Board of Trustees contact info ★★★★★☆
Count: 486
Not Applicable: 0

Board of Trustees biographies ★★★★★☆
Count: 475
Not Applicable: 0

Employment opportunities available ★★★★★☆☆
Count: 463
Not Applicable: 0

Maps of IVGID amenities ★★★★★☆
Count: 485
Not Applicable: 0

17. PARKS & REC CONTENT: PLEASE RATE HOW IMPORTANT THE FOLLOWING CONTENT IN THE IVGID MAGAZINE IS TO YOU:

 2023 IVGID Magazine Reader Survey

(1 star = not important at all; 5 stars = extremely important)

Swimming/Pool information ★★★★★
Count: 489
Not Applicable: 0


Youth programs & sports & camps ★★★★★
Count: 465
Not Applicable: 0

Adult programs & sports ★★★★★
Count: 492
Not Applicable: 0

Senior programs & activities ★★★★★
Count: 494
Not Applicable: 0

Recreation Center information ★★★★★
Count: 498
Not Applicable: 0

18. IVGID CONTENT: REALIZING THAT SPACE IS LIMITED, PLEASE RATE HOW INTERESTED YOU WOULD BE IN GETTING MORE INFORMATION ABOUT THE FOLLOWING TOPICS IN THE IVGID MAGAZINE:

 2023 IVGID Magazine Reader Survey

(1 star = not interested; 5 stars = very interested)

Updates on District capital improvement projects **★★★★☆**
Count: 497
Not Applicable: 0

Updates on District budgets **★★★★☆**
Count: 487
Not Applicable: 0

Updates from the District's Board of Trustees chairperson **★★★★☆**
Count: 485
Not Applicable: 0

Updates from individual District Trustees **★★★★☆**
Count: 477
Not Applicable: 0

District Master Plans **★★★★☆**
Count: 491
Not Applicable: 0

19. Please let us know any final thoughts you have about how IVGID can best communicate updates on what's happening within the District to you.

 2023 IVGID Magazine Reader Survey

ResponseID Response

27	Presently it is a PR publication for the GM, not worth the money it costs to print!
28	Pertinent emails only The IVGID magazine is an illegal publication unsanctioned under the provisions of IVGID's charter and case law. It should be shut down completely.
29	Do not publish slander against your citizens. Opinions do not belong in tax payer publication. Illegal!
31	An email with results of BOT meetings and/or policy changes is helpful. A specific magazine is not high on my needs list.
33	Why, just why are you attacking our community! Go back to where you came from!
35	Quit wasting our money publishing this magazine. There are many more deserving areas to invest this money instead of wasting it here.
38	I use the IvGId magazine as a community rec guide - no different than the ones I rec'd in the mail in other communities I've lived in....to me that's where the value lies. It's also a wonderful piece to share with potential residents as it highlights the diversity of programs and activities offered in Incline that make it unique to other communities in the basin
40	If you are trying to save money ask people if they want to opt out of receiving the print edition. You would likely find many people who would prefer an e-edition and so you could reduce printing and mailing costs. I like the hard copy but others may choose differently.
41	Publish 2 per year. Interbet edition 4 times.
53	waste of time and money (scarce resources) if same information is online
56	Being an out of state owner receiving the magazine keeps me in touch with v everything going on. Perhaps in state owners need not have it mailed but for our off state owners I think it's important to receive hard copies.
58	Online if economically less expensive
62	e-mail

ResponseID Response

63 You're proposing elimination of the print versions of the magazine. But this till ends up costing us tens of thousands of dollars in wasteful, unreimbursed staff time. So I am recommending elimination of the publication altogether. Every single bit! It's worthless. If our employees have time to work on this endeavor, they have time to be part time employees without benefits.

65 The board actions decisions are not published and it's important to know their decisions and how they affect the districts operations and improvements.

72 Magazine is illegal and should never have been published..

73 The magazine, if honest, unbiased, and used for informing residents, is a good option. Email would be fine too.

76 Email publication

78 It's sad our IVGID board doesn't want to support the residents.

84 \$20,000 is a lot of money. I feel that this survey tried to down play how expensive this is by saying it is only .58 cents per parcel. It is \$20K no matter how you want to cut the pie. 20K is not small change and should not be downplayed. Especially since there is no information in this magazine that cannot be gotten online.

85 4 or 3 issues would be enough per year

89 I like the idea of the physical magazine, it helps with a sense of place and community. I also the the idea of future articles being posted online and repeated, when appropriate in the actual publication.

92 Online....

93 Please keep the print magazine. Other magazines of mine that have gone digital no longer get read by me.

96 Email

99 I feel in this day and age printed mailing are just a waste of manpower and a budget concern. This publication has little value for our family.

102 i suggest that a test run of a much smaller edition would be a good idea to see what kind of demand for it exists.

103 There is no content I have ever read in the magazine that I haven't already read online by the time it arrives in the mail. The expense is unnecessary and it's a waste of paper. Coincidentally we received one in the mail and it went straight into the recycling bin. Direct mail is an expensive, outdated way to distribute information.

104 I think the magazine is very important

ResponseID Response

109	All of the information in this magazine can be found on the IVGID website so why waste the \$ publishing and mailing.
110	The magazine is a good solution for me.
111	Thanks we have no info available including the IVGID magazine, Tahoe Tribune, Facebook, and the Forum every Friday at the library. Livestream is a total failure as a site for information from the Trustee meetings.
112	I believe IV has bigger fish to fry than the outreach publications cost. Our community is better served by having a paper publication than not having it.
118	Digital version of magazine seems a more cost conscious option
119	I love the magazine.. more info on local events, new and updates on our restaurants. Updates maybe inserts on important happenings le what's happening with the Hyatt etc.
124	online and the magazine
125	Have only an online version.
126	Too political. too bloated, overall disappointed in how it's run. Need to cut costs by cutting headcount and eliminating some irrelevant job titles.
128	Compared to the money the IVGID BOD agreed to pay the former General Manager to part ways before his contract ran its' course, the relatively small amount of money to communicate proactively to property owners is well worth it. Online communications is fine, but if you WANT to communicate as effectively as possible, continue printing and distributing the magazine.
134	None
135	I like the magazine!
143	I would like to see more meaningful content such as updates on current projects, master plans, budget info, etc.
148	Honestly on-line is the best way for finding information. But the magazine is useful for covering stories and general interest topics.
149	THE online seems best. Please do not force us to use Twitter, FB, instagram - many do not participate on those forums, so we all lose those voices. Stop with the puff pieces. Would also like to know when IVGID interacts with TRPA and if IVGID may disagree with TRPA. Lots of info is omitted in IVGID's varied websites.
153	Online surveys and articles would save a lot of money and less waste

ResponseID Response

154 I think the cost seems reasonable at this time as it is another way of spreading important information- and while I would read the online version to save print /paper waste I'm not sure all residents would say they would.

157 More regular surveys of issues that seek public input. Focus on sustainable infrastructure - like TRPA, but for IVGID.

158 Mom is an elderly, long time, full time resident and family visits regularly. We leave the hard copy around so the family stays in tune with the local goings on. If there was an option to pay for a hard copy in addition to the online version we'd be willing to pay a reasonable subscription rate.

161 Send an email with the link.

166 email newsletter would be more cost-effective than a physical magazine

169 As a Crystal Bay resident barred from some amenities, I have little interest in those related items on the survey. So it may affect the results from Crystal Bay. Maybe we can bar IV from something of ours someday! Ha!

171 I like the magazine, but I think online-only would be a good way for the district to save money.

172 Emails and the magazine.

174 You don't need a magazine! Get rid of it, along with the entire Marketing Department!!!

179 I like the magazine. It's professional, well done, and useful. Exactly what a well-off community needs.

188 It should not take a magazine with glossy paid advertising and puff content written by staff for local government to communicate to residents and property owners. Use your web site. You can send emails with a ink.

189 More frequent email updates that what the magazine would have. If you do away with the magazine, having, say, a monthly email would be better than quarterly because part of the benefit of the magazine is that it sits on the counter reminding you to look at it. Emails don't do that.

191 I like timely email updates... The summaries of the IVGID meetings could be more detailed so we don't have to listen to the entire hours-long meetings.

192 Monthly email updates

193 There are too many tourists in the town, particularly during summer. The capacity of the area is limited, and those limits have been exceeded as far as I am concerned. It was a mistake to build a walkway around the east side of the lake, which seems to be the major attraction. We should elect public officials that recognize this limitation.

ResponseID Response

196	I believe the magazine is a valuable tool but the distribution could be evaluated so perhaps mailing is not necessary. This may disrupt some advertising but would save mailing costs. I look for the newspaper each week. It could be distributed where the paper is in addition to all other locations where it is currently available. I would certainly look for it. I was not aware that it is online. Maybe this needs some marketing.
202	Please save the \$20,000 by not mailing it.
204	More articles against incorporating Incline Village with it to continue as an unincorporated area.
205	When I read it, it seems like an advertisement, not real information. We have many challenges in our community and this could be a way to get complicated and competing views clarified or at least discussed. The inclusion of an opinion section could make it a better product.
214	Great magazine! Keep up the good work.
223	We like the printed copy for our guests to be able to peruse.
225	I magazine has become less useful as the advertising has increased. We could do with a much smaller publication covering just the main info that people can use....WAY TOO MANY ADS!!!!
226	We enjoy the magazine! Please continue to publish it in print form. Thanks, McAfee Family 861 Southwood #3
231	Have the Recreation Center answer their telephone calls more quickly. 15-20 minute hold times are unacceptable. -KKJ
232	GET RID OF IT!!! ANOTHER STUPID EXPENSE THAT ADDS NO VALUE!!!
234	A good, valuable publication. Save money, stop mailing (or at least give us option to opt out of mailed copies). On-line, email digital copies with some printed copies available in community.
240	Email updates is of value. Add more local news or updates on other subjects that impact incline village: TRPA; private projects in town; public interest and projects; new business/restaurants or businesses that have something unique or interesting; wildlife/preservation; who to call when see violators on beach; bad boat behavior , boats that are too noisy;
244	Sarah and Matt need to resign.
247	Telegram, I don't believe we are using this to it's fullest. Another thought I had would be a sign in the middle of town. But for real I'm just joking, I don't have a clue how to help you.

ResponseID Response

249	I enjoy the magazine format and photos.
252	Events and programs in the area, a lot of information is not on the website so it's helpful to have another place to look. Although goal #1 I think should be to update the website. Can't find much info for kids programs, child care during gym sessions etc.
253	I enjoy the quality of your publication.
255	Always wondered why IVGID wasted money producing that magazine that is primarily ads for realtors and contractors!
256	I would care more about Board commentary if we actually had a decent board who care about the whole community. Three of the trustees clearly have no interest in fulfilling the role of being a trustee of the assets of IVGID. They care only about themselves and the very few people to whom they are beholden financially and emotionally. Thus any commentary from these three would simply continue to rub salt into the wounds they have inflicted upon us all.
258	It's amazing
260	NA
264	information on Incline Road Contruction plans, locations and timing would be really helpful. Also, information on controlling beach access for nonresidents and schedules for beach music, events and concession etc.
265	The employees of IVGID are all doing a great job at IVGID, no matter what their jobs are. Including the IVGID magazine.
268	Save the money and stop the publication. It's greatest use is as fireplace starter. Send emails with link to online publication.
271	We are happy with the current information and updates!
282	What you are doing is just fine.
287	Well can't go to the beach because it's OVERRUN with tourists! MOVING! The community is not run well
288	IVGID puts a lot of effort into a broad communication strategy and channels - kudos and thank you! The District website is my go-to. It has thorough information with relevant links and it's always up-to-date. Yay! The problem is many community members still don't take the time to read or pay attention so there's a lot of continued misunderstanding/misinformation out there. Boo! Not sure how else to get to people - maybe an informational, opt-in text message program for critical activities (e.g. effluent pipeline road work, facility closures, events??)
289	Good publication

ResponseID Response

290 The more communication the better. Not many of us go to meetings of the Board or local ad hoc meetings. Love reading it.

292 Until the Trustees listen to the residents, they are useless.

299 Please keep a printed version - even if for pick up only and not mailing - the cost is insignificant against the full budget for IVGID - and assurance of greater readership. Would be good also to have a spotlight on the Board members and Leadership - a personal interest story to humanize the IVGID vs it just being facts and figures

301 You need to go back to a survey conducted a couple of years ago. Are we a community or a resort bent on more money. More, More more..? Can we support ourselves or not

304 Need more info on senior hikes - locations, challenge, etc.. More info on free transportation to IVGID. why is there not a free shuttle to Beach, rec center and more info on free diamond peak bus?

306 N/A

310 as is

311 In this day and age, reading online makes better sence and saves money for the community

316 MAGAZINE AND EMAILS DO A GOOD JOB

319 Great magazine. Keep printing it. If it goes to online, will never look at it again. I get five or six online magazines in email and never even open them. Old issues floating around retain their value. Advertisements are useful. Keep all the info on the boards at Rec Center. Communications have always been good.

320 Keep ads to support the publication and mailing.

322 IVGID Magazine, emails, Tahoe Daily Tribune are all good ways to communicate updates. It is also important to watch online or attend in person the BOT meetings. However, these meetings are so long and contentious, that that is a deterrent.

323 Regarding the ranking for wedding/events, we find the event info very important and have no interest in wedding info. My opinion is that weddings happen infrequently and aren't relevant to most residents...people looking to host wedding should easily find information online regarding venues and options. We encourage the magazine to include information about significant upcoming decisions about the town, capital plans, etc.

324 I think the magazine is helpful/useful. Maybe reduce its frequency? I'm not sure we need 5 issues/year. Two is probably enough.

326 Save a tree. Go online..!

ResponseID Response

329	It a waste of resources, and should be online only.
331	allow input from all community members
332	I think IVGID does a good job of making information available, but I'm not sure the print magazines are fully utilized. An online only magazine with weekly email updates might be more cost efficient.
333	Please consider hard copy publication, but not mailing. Drop hard copies at more physical locations instead of mailing to residents. And send email notices when new editions are published.
336	Nothing comes to mind.
341	Staff appears to be overworked without the burden of providing content. I prefer the staff work on something else.
342	I am sick of how this town is now divided by the IVGID Board! The reasonings seem to be biased and no one really has the real story. Road construction doesn't get communicated to the residents until it's in progress. I wish the magazine would print the facts and not waste so much of our money on recalls and needless road construction!
345	I appreciate the magazine. The internet is not always available and its nice to have something to hold, read and reference when ever needed.
351	I think it is a waste of staff time for this. All of the information is already available on the website
355	too expensive to keep printing, I'm sure many people throw them away and rec center has excessive copies. Publish on-line that's the 21st century. Printed media is a thing of the past, (not saying that's good but a reality)
356	I want to be able to have the voting citizen to know more about how there dollars are spent. The 365 day a year beach monitoring is not what I prefer and I don't think others would either. The beaches are empty most of the year anyway. There is over \$10,000 a day from our taxes if there are 8700 parcels. I don't think 365 days of monitoring beaches is appropriate use of the money. Do some kids camps or something.
363	I would encourage you to move to an online version mostly, and then still print maybe 1000 copies that can be made available at the Rec Center and other facilities. Not everyone likes to read online. I think there is value in a printed version, but not one mailed to every single house.
366	Please work to ensure accurate reporting and eliminate any misleading or "agenda driven" content. Please also include more information about the local bears and existing with them.

ResponseID Response

370	Regular e-mails, magazine, Tahoe Tribune. We think the current methods of communication are Very Good.
371	Stop the publication. It is only a PR document for the GM,
377	Let's be truthful for once. Shall we? Your questions are skewed to elicit the biased response you're looking for to support your propaganda. For instance. Question 11. How important is it that we publish a printed edition of the magazine (as opposed to an online-only publication)? * Although you give the option "very important," you neglect to give the option "not at all." Inadvertent? Or intentional? Another example. You have shared an intentional UNTRUTH insofar as the cost to publish/distribute the magazine is concerned. An intentional UNTRUTH. There are other expenses than the ones you have mentioned. I have the evidence. But instead, you spew propaganda to elicit the type of response you're looking for. And you know this. Which means your surveys are WORTHLESS. I hope everyone who takes this survey reads and understands this. And then comes to the conclusion that just like your crappy magazine, your surveys serve no function other than to support your propaganda claims. And these are the facts!
382	The trustees have put themselves in a position to be the center of gossip and misinformation. Every time they try to emotionally defend themselves, they are adding fuel to the fire. They need to examine what their mission is as Board of Trustees, and represent the best interests of our community.
383	I strongly believe that having an online option and having a hard copy print edition that people can pick up at key locations would be better than mailing a hard copy to every parcel holder.
386	I think the information in the magazine should be provided on the website, with maybe a bi-weekly email newsletter with links to updated relevant topics on the website. A printed magazine is outdated and unnecessary.
387	Keep the fabulous Senior programs going!
400	Info, especially tax info about Incline becoming its own town
402	I care deeply about what happens in the community and would prefer to get the information from a trusted source. Too many people are getting this information from Facebook rumors. Please publish it and have an official record.
404	Would like to see an opinion or letters to the editor page with commentary for full time residents/picture pass holders
408	Informed electorate is vital for democracy. We no longer have a local newspaper. I know I can go online but that's only when I have a particular question. With the hard copy on my coffee table I browse it all. KEEP MAILING THE PUBLICATION.
409	email

ResponseID Response

412 You are doing a great job - keep it up!

413 Definitely via email

417 Online only is a good idea. It also could be helpful to print a small amount for the Rex center, beaches, golf courses etc. Reason: for interested home buyers, new home owners visitors. It was helpful when we moved in full time in 2011. The ads help in learning more about the community.

419 The magazine is beautiful and full of good info. I'm surprised it's only .58 to mail, I thought it would be way more, in fact I was going to suggest a thinner paper to save money. Guess not! Job well done team!!!

420 Well put together and interesting magazine and good quality paper/photos.

423 I like the quarterly magazine, however a lot of the information is repetitive and should just be made available online. i would like to see more articles of local interest rather than quarterly updates on the same topics

424 Public Works already has their newsletter in the water/sewer bills. We just need a better search tool on the website to easily find information on IVGID topics. Maybe the Trustees could take turns writing a monthly update on topics of interest. A magazine is much too time consuming for staff and provides little of value.

425 by being transparent about what is happening to the money collected by IVGID and what programs are available to all

426 It would be VALUE-PACKED to get a IVGID MANAGER that could do his JOB and look after his Employee's and be LEFT ALONE to perform his managerial tasks Without a Board that Micro-manages Everything that they know little about!!!! Any wonder why we can't keep Director's?

428 We enjoy the magazine a lot. It's our main source of info about incline village.

432 I like to have a printed magazine for our houseguests to read too. Thanks

433 The General Manager is the only person who decides what type of ADS can be included in the magazine . No Board Policy or written decisions occur. This is strictly a dictatorial method to control content. Cliff Dobler

445 I feel a mailed copy to all parcel owners is not just a waste of money, but a huge waste of paper. I feel it should be available to pick up at various locations. Also, ask if some businesses would like to have a copy on hand for their customers.

447 I understand that this magazine is a nice to have. It does make us feel part of this small special great community. Thank you and keep up the good work. Our parents have lived here for 30 years in retirement and we joined them 5 years ago. Beautiful place that we appreciate every day!

ResponseID Response

451 I like the printed copy of the magazine and I usually leave the current issue in our IV home since it has the facility hours and events. I'd be happy to get an online copy to read, but I doubt that I would refer back to it to see if there are special activities we might want to attend

463 I have lived here 29 years despite the rent rising to ridiculous amounts. This is my hom! I raised my kids and grandchildren here. I want to know what's going on in my community. I want to know things like why you don't do fireworks anymore even though in the 29 years I've lived here there has never been a fire caused by them. I'm an interested resident.

465 It is a Great value at 58 cents!!

467 There has been considerable efforts to have financial transparency to the community. The community needs to have transparency with the Trustees and the trustees need to communicate with the community. It appears that the Board is split 3 to 2 on some major issues. The community lost a 25 million donation from the Duffield foundation and there appears to be no accountability from the one Trustee who voted no. Recently, the Duffield foundation made a 27 million donation to Incline High School. The school district accepted this generous donation without any hesitation or conditions. Ivgid recently lost our GM, who was a 20 yr employee, under peculiar conditions. Was this individual forced out due to hostile conditions imposed by certain Trustees. The IVGID trustees need to have complete transparency with the community as many, maybe a majority of the citizens, do not understand what has transpired in the past 6 months.

468 Have never received a copy of the magazine

470 Just keep it online - if the goal is sending out information, just keep it on the website. It is frustrating to see this magazine which is an absolute waste of resources - leave the magazine business to real magazines with real editorial, a real reach and value for readers and advertisers.

474 Your survey shows bias in favor of publishing the magazine. Instead of just leaving the information that the magazine costs more than 20K per year and letting the reader decide if they think it's worth it to publish, You break it down for the reader and encourage them to believe it doesn't really cost very much by pointing out that it is only a few cents per parcel. That is bias and trying to influence the reader. It is still 20K that could be spent on better things.

479 With the recent increase in fees and decrease in property ownerships availability to "OUR" facilities, (if not an all out effort to convert the GID into solely a for profit retail entity), I'd like very much to see the boards justification for changes to the long standing policy of; facilities are to exist for the use and enjoyment of the property owners, and the operating cost of the facilities, will be offset with revenues from non residents (tourists) use paying competitive rates for skiing, golfing etc..

482 The magazine is a way for the community to connect with the events, happenings, and items concerning our community. If you get rid of this, community connection becomes less and less important and beneficial.

ResponseID Response

487 More often (ie. monthly) Less high quality pro's More numbers and stats Online only

491 Maybe have just 4 mailings a year to save the cost of one additional mailing.

500 Rather than 5x/ yr, maybe 2 or 3x/yr

501 Let's offer a pickup at the Prop. Mgr Office and an Online version for 6 months then schedule a follow-up survey.

503 Please keep it coming! It's excellent!

504 The publication is too expensive and ends up in the recycling more than its read.

505 Good magazine for local info

507 I really enjoy the magazine and share it with my adult children who frequently visit Incline Village.

508 The magazine provides great information on all the fun amenities IVGID provides.

509 I really like this magazine, it's informative for me, a resident, and I keep it around for visitors. I get ideas on how to recreate, and how to entertain guests. How to communicate updates- actually online and probably FB is the best b/c that's where everyone debates this stuff.

510 your website

512 IVGID does fine with emails and fliers at the Rec Center. It doesn't need to litter garbage cans at the post office with its magazines. I'm not interested in advertising from Carson City, Reno. We need to support local businesses.

515 I think the quarterly is a great way to share what is happening and available at all of our wonderful facilities. I would rather that you kept the politics out of the quarterly entirely.

518 Some topics are better suited and current when posted to online website (jobs, etc.). Individual trustees really shouldn't have individual rounds in the magazine or online. The Board Chair should present the board's view on items.

520 Email and mail. Emails should include website links for follow-up.

526 Only mail the magazine to households that request it and have some copies available at the Rec center. You could probably cut in half the number produced and mailed.

527 email with links to articles would be preference

ResponseID Response

531	The magazine is needed to know what recreation activities are going on throughout the year. It should not be a BOT puff piece or podium for them to spout off their ideocracy. Can't you just keep it simple and print the rec mag so we know what's going on with our recreation amenities and anything significant in the district (e.g. where building a new X)?
536	As I read each edition of the publication I find most of the information is repeated from edition to edition. The last few questions in this survey identified information that should be prominent.
540	Just keep the website up to date; that's what I check
544	I just think there are better ways to spend this money. I also feel it is a bit of a puff piece for the trustees...
546	emails
549	Some people still like to get the papercopy so having them available at key locations should continue. Directing people to the website is good too. I think you can reduce the papercopy while still getting key information out to the community.
551	Like the magazine. It sits on my coffee table
553	N/A
557	They should make limited copies available at rec center and a few other locations in town and allocate the cost of funds you spend on this magazine elsewhere, like reducing fees ie... golf fees, beach pass and rec center fees.
560	The full color printed version of the IVGID Magazine is out of date by the time it's printed and online, which is a waste of my time and money. STOP PRINTING AND MAILING IT NOW!!!!!!!!!!!!!!!!!!!!!! IVGID is insane to continue sending the Picture Pass Card/Property Owners this publication in ANY FORM or ANYWHERE ELSE!!! Stop this Madness and stop the waste of the Property Owners money to produce this publication NOW!
565	Please expand the Rec Center. A lot of people not enough space.
566	Email is good
567	I think the content could be provided in emails/texts with specific info that people have specified they are interested in for less cost and more content people are directly interested in
571	I use the monthly email info from the rec center for the most updated information or look it up on the IVGID website. The magazine really isn't useful to me.
576	email regarding significant changes to ivgid status quo where public input may be desired.

ResponseID Response

578	I like the magazine the 6 months we live here but enjoy the email version while in our winter home
583	Emails provide anything important. I just recycle the IVGID Magazines I get
586	Very Good Magazine and should be thought of as part of "Value Proposition of the Area". Consider submitting it for awards for Community Communications Publications
588	Monthly online newsletter sent via email
596	It's a very pretty magazine more designed for tourists. I read the magazine when there were fewer issues per year and less advertising. Supporting our local businesses doesn't mean we need this high end magazine which I feel the cost does not justify the end product and usage of our staff. I favor the on-line version.
597	Facebook IV Groups
599	I do like receiving the IVGID magazine in the mail as it is easier for me to read than online but that is probably an age thing. But I am sure I would still read some of it online. Maybe if you offer a choice to owners many will choose online which will cut down on expenses.
601	Would not mind online version.
614	please keep publishing in print
627	Send out monthly emails about what is going on. I would like to know how any of the trustees could possibly vote against the free money David Duffield was willy to give to the rec center. What is wrong with these people?
628	Could send out monthly capital project updates via email, or show the web address for current fiscal status and capital project status.
629	We enjoy the employee spotlights. We are a small community and getting to know the employees who keep things running so efficiently is a great community attribute.
632	I appreciate the email notifications.
634	If you had a way for parcel owners to opt out of receiving this magazine, maybe you could save some money by not sending it to people who don't read it (or don't really live here.)
637	I guess you can send email blasts
643	None
648	It's beautiful publication and thus costly. Possibly some cuts could be made there with out hurting the information provided.

ResponseID Response

649	Use online info through ivgid site and by sending emails with important info to residents
650	Stop subsidizing all the IVGID businesses: Golf, Rec Center, DP, Tennis, etc. I can't figure out why I should subsidize someone else's hobby. Make them pay market rates.
651	The printed copy of the IVGID Magazine is an important communications asset that is informative and well done. Please keep it coming! Thank you, Ian Temple
661	for us hard copy is preferred. would likely not read e mail version. Like receiving IVGID Board meeting updates via email---but not a magazine
664	I share the magazine with family and friends!
665	post it online. If I want to know, i will look it up. If there is a change to notify me about, then email me. When I get your magazine, I consider it junk mail and throw it away because it does not have new things relevant to me. So more efficient for you to email a short newsletter only with changes if they arise.
667	Itemized financial report. Gas Fertilizer Pesticides Water Number of resident players all outlets Number of guest players all outlets General maintenance all outlets Paint resurfacing tennis Lift controls in place that work Tech software computers that work efficiently How are we deficient in income? Where does the money go? Employee marketing to attract employees to work Since July the beaches are still crowded. My understanding is employees were the cause for over crowding. They no longer have access are guests next? One nice thing IVGID offered was military discount on the golf courses. That is no longer available, is there a reason? I'll stop for now.
676	timely e-mails and publishing this on line would be much better. Getting it in the mail after somethin happens is a total waste. Unfortunately this happens an awful lot.
678	I like the publication..
679	It would be nice to have printed copies available to pick up at the rec ctr and save on mailing if expenses must be cut
681	Don't spend the \$ to mail it. People can pick it up at key locations or go online
683	Maybe we just need this magazine 2-3 times per year
684	better online presence, newsletters via email.
686	On line communications work well for us. That might not be the case for everyone, however. Please keep that in mind when considering the options.
689	If the printing/mailing is the biggest cost, why not just allow property owners to opt in for receiving a mailed hard copy?
690	Texts with website links are a great way to get me, personally, to read something.

ResponseID Response

692	I just read the online version. I don't think I have ever picked up a printed copy. I do appreciate the information inside, especially about beaches, Diamond Peak, and rec stuff.
693	extremely disappointed with the current board of trustee. Would like to see highlights regarding actual employees.
696	The magazine has been a good way to keep us abreast of happenings in the district. Occasional articles about trash procedures/regulations would be helpful too. Our HOA homeowners often don't know anything is wrong until we get fined.
699	I think they do.a great job.
700	Focus on keeping the IVGID website current, email new relevant info, fancy magazine not worth the investment.
701	My inbox overflows, but I find time for what comes by US mail!
702	Publish info on a website (especially if in between issues)
703	Too much bickering and fighting. Seems like it has been going on in one form or another every year. Incorporate, hire a professional city manager, vote a mayor and city council and be done with the constant infighting!
705	email.
707	N/a
710	This is an illegal publication. IVGID is a water/sewer/rec district - not a publisher. It illegally promotes the political agenda of the IVGID management and their fellow travelers. Kill it!
714	Text and emails are best
719	I believe it's essential to get this information out to the home owners in Incline, to keep us informed. Thank you for a great job so far. We've been almost full time (except when we travel) for the past 8 years. I feel the book is essential
721	Thanks Keep up the good work!
728	If on-line presence would save money, I'd say let's mover to on-line only.
730	Online
736	Keep up the great work!!!
739	We have been owners since 1970 and have passed on our interest to children. We remain interested in programs and governance and remain concerned in over utilization by recreational part time renters.

ResponseID Response

748 We are usually in IV during the ski season. This is the best way for us to stay informed. I might forget to read it if it was only online. Thank you!

752 It's fine as it is. I look forward to getting it in the mail, but that's because we're rather old and don't do online stuff

754 You should provide information on the second-class citizens of Crystal Bay and their continuing opposition to a government entity segregating me and my community from equal treatment under law.

756 None

758 Monthly email

763 important to be updated on Incline facilities and budget spending

765 I think a local business or restaurant feature would be a nice addition.

766 e-mail announcements of special events or closures. Rec center updates are clear in the lobby (weekly announcements)

768 Much of this info is sent out on a regular basis through emails. If you want to use a particular venue, you just need to google IVGID website.

772 I would like to see an article explaining why homeowner's punchcard values went from \$163 to \$91 in 2023!

775 I enjoy the magazine!

776 Not being up there all of the time, it's very helpful in keeping me current on all of the happenings each month. Some of my immediate family is always up there, we are all pass holders and have been enjoying Incline for the pass 50yrs!

778 The magazine is great. I also appreciate the email updates.

787 We use the magazine for information about the various venues. When our children and grandchildren come to visit, we refer to it for hours of operation at the venues, the cost, and programs available. It is nice to hand our kids the magazine so they can make decisions on what to visit.

788 I don't feel it needs to be published 5x per year. 3 or 4 would be adequate.

789 These days email (and associated links) is a perfectly normalized method of communication and flow of information. Most basic info re: amenities, facilities, etc. is found online - I don't need a magazine for that. But relevant info about actual Board action plans, Master plans, and capital projects is vital so long as it is TIMELY. And I'd love to hear from each trustee. Here again, e-mail is fine with me.

ResponseID Response

792 If the survey dictates, We should always look to spend our limited funds elsewhere.. i see our magazine mostly in real estate offices.

795 No comment

796 Use email and update websites timely and correctly

799 It is a nice magazine but seems a little repetitive for those of us who've lived here a long time. Would recommend going on line only

808 You do a great job with the magazine!

809 I don't remember ever receiving IVGID magazine. Is it mailed to people? I did, however, receive "Live. Work. Play." Summer 2023.

811 Magazine should be online only but by request a hard copy. It's not just the expense but also the wasted resources that end up in the landfill

818 It's a really great magazine as it is!

827 We get 2 copies mailed to the same mailing address for 2 separate parcel owners (my husband and I each own a property). I have been trying to only have 1 mailed to us, but have never been able to stop the extra one. If someone could help me with that, you can call on 650-303-8560. I would think mailing out 1 or 2 issues per year, with the rest on-line would be sufficient

829 The magazine is a good update on what is going on around the community. Keep it coming.

832 Keep it coming. Seems like it is more about take aways sometimes and less about benefits. With the Ellison changes coming quickly we need to be aware of what we have.

834 Too many visitors are Allowed At the beach. I've stopped going because it's overcrowded and parking is a nightmare

836 Web email

837 It almost seems like the information is in too many different places and I am not always sure what is accurate. BTW, senior transportation services were omitted from the most recent edition.

841 Don't let individual Board members post on IVGID platform.

842 The IVGID Magazine is a very useful communication tool in hard copy form

855 Love the local activities section

ResponseID Response

859	I found the magazine is the same edition to edition to edition, you don't provide any new information. It needs a complete overhaul and revamp and articles and information should be different. If you are going to have a magazine, focus on timely current events or information that property owners need to know, plus updates on the community.
861	Love the magazine. Possibly 4 editions instead of 5 would keep resident's informed and reduce some of the costs.
863	Maintain the current program by mailing the magazine.
864	Emails
865	Considering increased costs for recreational activities, the costs and/or funds should be allocated elsewhere to offset those costs to the owners..
873	Ty
880	Postcard and email with online link to IVGID content
885	Stop penny pinching this community.....
897	I enjoy the magazine.
901	i pay more attention to the magazine because it is mailed to me. People get so many emails they skim and delete where you get more attention with the hard copy. I enjoy getting it and think worth sending.
903	Email
904	Put all information on-line.
908	Allow Incline Homeowners to subscribe on-line
921	Just keep us informed of changes and new things.
923	Online is good
924	Your biggest problem is communication. People would read it if you mail it to their home. Super inconvenient to have to go get it at the rec center, you never know when it is coming out. If you put it online you have to communicate that it is available. Its ironic that you asking about cost because i have no idea where you are sending all those copies. I had no idea that the magazine was available more than 2x per year. If you communicate it or actually send it to people's home, more people would read it.
927	I think it is a good thing for community involvement
929	Avoid repetition between magazine issued. Sometime feels pretty repetitive

ResponseID Response

932	Would appreciate less commercial advertisement in the magazine. I would appreciate e mail up dates on relevant news on road conditions, weather events, and added events and activities
934	Emails are a fun and easy way to Get information about the things we Love in Incline Village! ♥☺☺☺ Thank you!
935	I want to know that ALL of our hardworking Employees are appreciated and respected. This should be the BEST job in our community, and the lack of respect from Matt, Sara has been abhorant. To see employees distraught over the nightmare of losing Indra and dealing with the Nut jobs has been so disheartening. Taking away employee benefits like beach access is ABSURD! STOP treating our employees like second class citizens. I want to see our employees treated like the most valuable people in our community. Lets get some or more of that in the IVGID magazine please. Let's highlight benefits and give them MORE benefits. Without them....we are NOTHING
936	We have been Incline property owners for 2 years and have NEVER received the magazine in the mail. We would definitely. read it if we received it. Maybe you can help with this. When we do see the magazine (when in town) we find it informative and read it all.
937	Change the name! IVGID sounds so ugly! How about The Village? Or Incline Tahoe You could go to 4 time a year instead of 5
946	I think the magazine is fine and the current emails work well. It's up to the parcel owner to educate themselves as far as I'm concerned.
948	The magazine is great and so is the website. The magazine helps us familiarize us with IVGID's opportunities and needs about which we would never have known. Plus there is only so much screen time anyone can bear, or should.
949	Would be nice if there was a website or portal we could find updates
953	With this information, I would prefer we not publish the magazine but make important information available in a less expensive way
955	Put out a good E-mail edition
960	Qtrly mag plus local newspapers: Tahoe Daily Tribunw, Sierra Sun, etc
961	None
963	Remove the ads. Switch to PDF online. Budget the time spent publishing the document and stop calling it a "Magazine".
967	I enjoy the magazine. I am tired of reading things on line.

ResponseID Response

- 971 The IVGID Magazine is a good way to provide seasonal information about the various recreational facilities. It is also a good way to provide information about the various capital improvement projects that are going on to explain why roads and facilities are closed.
- 972 All of this information should be easily accessible on line as stated in the categories in this survey. For the cost of producing and mailing and distribution it is a great waste of money. On line is where people look anyway for information. It is wasteful when you see all of the ones thrown away at the post office and I am sure many more are discarded at home. Put a new tab on the website with all the info that you are putting in the book and have contemplated putting in the book. Makes it easy to get everything without such waste. There used to be stacks and stacks of not distributed books that just went to recycle..waste waste waste of taxpayer money.
- 977 To reduce costs, produce the magazine only quarterly, not a 5th one. Let us, who are interested, receive emails about any important updates. I get meeting notices by email, but need more info on some agenda items; let me click on a way to see more info before the meetings.
- 979 Your mailing list needs to be synchronized with the mail list at IVGID. I moved permanently to Incline in January 2022. I updated my mailing address, but the magazine continues to be sent to the Bay Area. I've reported this to folks at IVGID rec center, but they tell me my records are updated, but magazine mailing list is not updated.
- 985 It's not worth the time, effort and natural resources. Just have emails I can subscribe to for the programs I'm interested in and email me. I don't need to see kids programs, etc.
- 986 NRS 318 does not provide IVGID with the ability to provide magazines for whatever reason. CC Media makes money on advertising. IVGID makes zero. Makes no sense. Get rid of the magazine and figure out another way to inform the stakeholders. I know where to go if I want/need information re Incline Village.
- 991 Don't change a thing.
- 993 Make sure info on your Tahoe place is included and how to listen to board meetings
- 994 update the website as well as sending out information
- 996 Updates on upcoming key decisions at Board meetings and Committee meetings
- 997 I think those magazine is a waste of time and mostly about congratulating yourself on what staff and trustees always seem to think is a job well done. I think IVGID gets a lot right, but this magazine isn't one of those.

ResponseID Response

998	IVGID does an excellent job keeping its website (yourtahoeplace.com) information up to date. It's so easy to find and read current updates and information online. I feel quarterly updates in the magazine are too late to be communicated sometimes - i.e. if there's a decision going before the Trustees, etc. But if used as a summary method or if there are public interest stories that aren't time sensitive, the magazine is fine. I prefer online only because I don't like the waste of printed materials.
1000	This publication (printed version) is so important for our youth programs. We absolutely would not have the enrollment if it was on-line only. Please, please keep the printed version.
1001	I think you are doing a great job. Thanks for asking. I think electronic media is okay but prefer to be able to mark up my magazine, tear out pages, etc.
1002	fire prevention and evacuation info
1004	The Quarterly should only be sent to full-time residents and others by request. IVGID should offer local businesses an opportunity to compete & be more involved in IVGID events
1006	PLEASE do not discontinue publishing the the IVGID Magazine. We feel Ray Tulloch is completely wrong saying that everyone will read the quarterly on-line. That won't happen. Plus, it's not always easy to find an item on the website, The IVGID Magazine is a positive communication within the District.
1010	A positive employee spotlight each issue. Our district is so divided lately that positive news is needed.
1012	Please stop printing this. It is a waste of money and resources. High res, high gloss, full color printed materials are expensive and outdated. There is no content in the printed magazine that I have not already been exposed to via social media by the time the publication arrives.
1013	We don't need more BS from Trustees. We hear enough already. Wish they would stop worrying about their personal image and start working for *all* the residents. Not just their friends.
1014	Keep it as it is! It is a great resource!
1015	It's a great magazine! Keep it the same!
1018	I prefer happy news, and one of the good things that are happening in our community. The Tahoe city paper has a world of thanks in it. I like stuff like that. Just more positive stuff to focus on instead of the negative.
1021	With the easeability of reading online -there is no need for a hard copy. Ever.
1022	Please continue to use multiple ways to provide information for the community.

ResponseID Response

1023 Having a small print of the ivgid magazine to have at specific venues might be handy if they are actually picked up now. If not, an online publication is the way to go because it can be interactive. Sign up for things from the magazine

1025 Mail magazine to those who are here most of the time or have each parcel owner opt in once a year for mailed copies, otherwise it's available online.

1027 I like the magazine is the great reference document, but I wanna know the latest.

1028 It's a great magazine that covers pertinent Ivgid topics. I recommend replacing the residential mailing option with pick up at Rec Center and other spots around town .. our Post Office is overloaded anyhow and i see magazines in the trash there. Keep it up! Great job!

1033 Keep it up.

1036 The website is sufficient for outgoing communication. A two-way communication online service should be reconsidered.

MAGAZINE PUBLISHING AGREEMENT
BETWEEN
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT
AND
CREATIVE CONCEPTS MEDIA

Whereas the District exists to serve the public, promote the health, safety, and prosperity of the inhabitants of the Incline Village Improvement District (the "District").

Whereas Creative Concepts Media, Inc. ("dba CCMedia") is a traditional and digital media agency that buys advertising space in media for businesses; and is a sales and publication company for association magazines.

Whereas the District and CCMEDIA intend to work together in partnership to advance their collective goals.

Whereas the District owns and has exclusive right to publish certain publications known as the IVGID Quarterly Magazine (the "Magazine"). The DISTRICT is willing to grant CCMEDIA a license, for the term of this Agreement, to solicit advertising for the publication of the Magazine, collect revenues resulting therefrom, and once received, retain the revenue as set forth below, all in accordance with the terms of this agreement.

Therefore, this Publishing Agreement ("Agreement") is entered into between INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT and CCMedia.

I. Obligations to the Parties.

CCMEDIA shall manage advertising sale, design, and production of the Magazine. In doing so, CCMEDIA's duties will be to:

- a. Manage advertising sales efforts for the magazine.
- b. Produce 9,500 4-color, 8.5 x 11-inch, saddle-stitched, 40 to 64-page magazines, three times per year in 2021 in February, June and December. (Months may change with mutual agreement, notification, and approval by ~~the District~~). In 2022 & thereafter, June and December, *and October.* *both parties*
- c. Produce 12,000 4-color, 8.5 x 11-inch, saddle-stitched, 40 to 64-page magazines, two times per year in 2021 in April and September. (Months may change with mutual agreement, notification, and approval by the District). In 2022 & thereafter, late March/April and September
- d. Create advertising sales media kit.
- e. Design and layout of the magazine.
- f. Gather ads from advertisers and timely production of the magazine.
- g. Prepare all advertising sales contracts, invoices and make collections.
- h. Reserve up to 60% of space for the District in each magazine.
- i. Prepare and send each magazine in PDF format to post on the District website as well as email to homeowners who prefer an electronic version.
- j. Provide page three of the magazine for the District's sole marketing use.
- k. Retain all advertising sales revenues.

MAGAZINE PUBLISHING AGREEMENT
BETWEEN
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT
AND
CREATIVE CONCEPTS MEDIA

- l. Have each magazine inserted one time in the Incline Village issue of the Tahoe Tribune.
- m. Pay 50% of the cost to insert in the Tahoe Tribune.

The District shall:

- a. Provide content relative to District homeowners.
- b. Provide all edited photos, copy art, and cover art for placement in magazine.
- c. Provide District confidential mailing list to printer/mail house.
- d. Refer interested advertisers to CCMEDIA.
- e. Pay for mailing and postage costs for each of the magazines.
- f. Pay 50% of the cost to insert the magazine in the Tahoe Tribune.
- g. Pay for the cost to print the additional 2,500 magazines two times per year.
- h. Post the Magazine on District website.
- i. Provide 50 Diamond Peak Ski Resort Non-Peak Daily Lift Tickets per each contracted ski season which shall be transferable, but not for resale.
- j. Approve all rate sheets and media kits before distribution.

II. Rights of the Parties.

- a. The District shall have the right, in its sole and exclusive discretion, to disapprove of and exclude any product or business from advertising in the Magazine. No competing ski area, golf course, bottled water or tennis related service may be included in the publication.
- b. The Parties may agree to change the number of magazines published per year by mutual written agreement. There may also be an agreed upon change in printing quantities with mutual agreement.
- c. The District maintains a right to confidentiality of its information. CCMEDIA may not sell or distribute any information it receives from the District in the implementation of this Agreement. At all times hereafter, CCMEDIA will keep in confidence and trust all Confidential Information (labeled as such) that CCMEDIA learns of or receives during the term of this Agreement, and will not use, reproduce, or disclose to others any Confidential Information without District's advance written consent.
- d. Neither Party may assign, transfer, or delegate any or all of its rights or obligations under this Agreement, without the prior written consent of the other party. No assignment shall relieve the assigning party of any of its obligations hereunder. Any attempted assignment, transfer, or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon and shall inure to the benefit of the Parties hereto and their respective successors and permitted assigns.

III. Scope of the Agreement.

- a. The license granted herein is for the sole purpose of soliciting purchases of advertising space. All Products shall remain the exclusive property of the District and no other

MAGAZINE PUBLISHING AGREEMENT
BETWEEN
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT
AND
CREATIVE CONCEPTS MEDIA

interest in the Products is granted to CCMEDIA under this Agreement. This Agreement in no way confers upon CCMEDIA a power of attorney or enables CCMEDIA to bind the District in any other way.

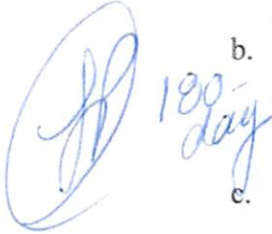
- b. CCMEDIA enters into this Agreement as, and shall continue to be, an independent contractor. Except as set forth in this Agreement, CCMEDIA shall determine the method, details, and means of performing the Services. Neither CCMEDIA nor CCMEDIA employees or subcontractors shall be deemed to be employees or agents of the District. CCMEDIA is responsible for direct payment, when and as due, of any taxes incurred as a result of the compensation paid under this Agreement, including estimated taxes, as well as for any such payments with respect to CCMEDIA employees or subcontractors, and CCMEDIA shall provide the District with proof of payment upon request.

IV. Party warranties.

- a. CCMEDIA represents and warrants that CCMEDIA has full power and authority to enter into this Agreement and to carry out the services contemplated by this Agreement, and that the execution, delivery, and performance of this Agreement have been duly authorized by all requisite corporate action on the part of CCMEDIA.
- b. CCMEDIA represents and warrants that CCMEDIA will comply with all laws applicable to the performance of its obligations under this Agreement and to the provision of the services. CCMEDIA represents and warrants that CCMEDIA execution, delivery, and performance of this Agreement will not constitute: (i) a violation of any judgment, order, or decree binding on CCMEDIA; (ii) a breach under any contract by which CCMEDIA is bound; or (iii) an event that would, with notice or lapse of time, or both, constitute such a breach.
- c. CCMEDIA represents and warrants that the services to be performed under this Agreement will be performed with the degree of skill and care that is required by current, good, and sound professional procedures and practices, and in conformance with generally accepted professional procedures and industry standards prevailing at the time the services are performed.
- d. The District warrants and represents that the District is the sole owner of the Products and is empowered with the sole and exclusive legal rights to enter into this Agreement, subject to the contingencies and conditions stated herein.
- e. During the term of this Agreement, District agrees that for the best interest in marketing certain leads (vendors of the association) for advertising, the District will offer reasonable suggestions to CCMEDIA of who would be good prospects for advertising. CCMEDIA agrees to use its best efforts in soliciting advertising and marketing the Products.

MAGAZINE PUBLISHING AGREEMENT
BETWEEN
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT
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CREATIVE CONCEPTS MEDIA

V. Term of the Contract.

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- a. The Contract shall commence on January 1, 2021, and terminate on December 31, 2024, unless mutually terminated earlier in accordance with this Agreement.
 - b. Either party shall have a mutual right to terminate this Agreement for any reason upon giving ~~sixty-day~~ *180-day* notice of its intent, which will include the reason, to terminate the Agreement in writing. In the event of such termination, the terminating party must ensure it satisfies all invoices and outstanding payments before the date of termination.
 - c. In the event that this Agreement is terminated, CCMEDIA will receive full payment for all ad sales signed by the termination date paid for by the District on termination date. The District shall receive all agreed upon services contained in this Agreement. The District will be responsible for all advertising management for advertisers after the termination of this contract. Upon receiving notice of termination, CCMEDIA will provide to the District all existing contracts, all work product and other documents related to CCMEDIA services for the District.
 - d. In the event of a Force Majeure event affecting either party's performance of this Agreement for more than thirty consecutive days, the Agreement shall be terminated. Any delay or failure of either Party to perform its obligations under this Agreement will be excused to the extent that the delay or failure was caused directly by an event beyond such Party's reasonable control, without such Party's fault or negligence, and that by its nature it could not have been foreseen by such Party or, if it could have been foreseen, was unavoidable (which events may include natural disasters, pandemics, embargoes, explosions, riots, wars or acts of terrorism) (each, a "Force Majeure Event"). Changes in cost or availability of materials, components or services, market conditions, or supplier actions or contract disputes will not excuse performance by either party. A Party shall give the other Party prompt written notice of any event or circumstance that is reasonably likely to result in a Force Majeure Event, and the anticipated duration of such Force Majeure Event. An affected Party shall use all diligent efforts to end the Force Majeure Event, ensure that the effects of any Force Majeure Event are minimized, and resume full performance under this Agreement as soon as possible.

VI. Disputes over this Agreement.

- a. Any controversy or dispute between the parties regarding the terms of this Agreement shall, upon written request from either party, be submitted to binding arbitration. Such arbitration shall be conducted in accordance with the rules of the American Arbitration Association with respect to commercial disputes.
- b. The arbitration shall take place in Washoe County, Nevada. Each party shall be responsible for one half the cost of the arbitration though the arbitrator may award costs and fees (including reasonable attorney fees and costs) to the prevailing party.
- c. Nevada law shall govern all aspects of this Agreement.

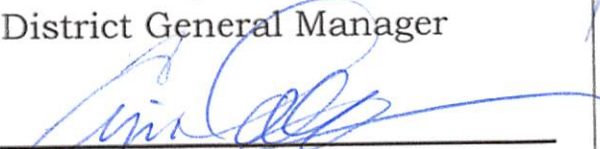
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- d. The failure of either party to insist on strict compliance with any of the terms, conditions, or covenants of this Agreement by the other party shall not be deemed a waiver or relinquishment of that right or term in general, or at any other time during the duration of this Agreement.

Other provisions.

- e. Entire agreement: This Agreement constitute the sole and entire agreement of the Parties with respect to the subject matter contained herein and therein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.
- f. Amendment: No amendment to this Agreement is effective unless it is in writing and signed by an authorized representative for each party.
- g. No Third-Party beneficiaries: this Agreement benefits solely the parties to the Agreement and their respective permitted successors and assigns. Nothing in this Agreement confers any third party any legal or equitable right or remedy.

IN WITNESS WHEREOF the parties have set their hands as of the date below.

Incline Village General Improvement District By: _____ Indra Winquest District General Manager  _____ Tim Callicrate Chair, IVGID Board of Trustees _____ Joshua Nelson IVGID General Counsel	Creative Concepts Media, dba CCMedia By:  _____ Laura Partridge President 4/17/20
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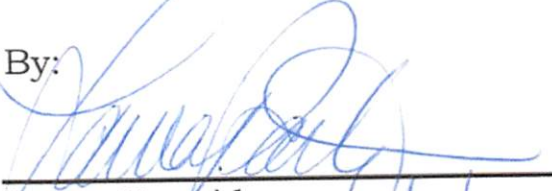
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<p style="text-align: center;">Incline Village General Improvement District</p> <p>By: </p> <hr style="border: 0.5px solid black;"/> <p>Indra Winquest 11.18.2020 District General Manager</p> <hr style="border: 0.5px solid black;"/> <p>Tim Callicrate Chair, IVGID Board of Trustees</p> <hr style="border: 0.5px solid black;"/> <p>Joshua Nelson IVGID General Counsel</p>	<p style="text-align: center;">Creative Concepts Media, dba CCMedia</p> <p>By: </p> <hr style="border: 0.5px solid black;"/> <p>Laura Partridge 11/17/20 President</p>
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<p>Incline Village General Improvement District</p> <p>By: _____</p> <p>Indra Winquest District General Manager</p> <p>_____</p> <p>Tim Callicrate Chair, IVGID Board of Trustees</p> <p>_____</p> <p> Joshua Nelson IVGID General Counsel</p>	<p>Creative Concepts Media, dba CCMedia</p> <p>By: </p> <p>_____</p> <p>Laura Partridge President</p> <p style="text-align: right;">4/17/20</p>
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