

South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting
Marriott Grand Residence, 1:00 pm, Thursday, March 26, 2026

A. Call to Order

Board Chairman Rich Bodine called the meeting to order at 1:04 pm.

B. Board members present: Rich Bodine, Hotel Azure; Doug Williams, Cedar Pines Resort; Jennifer Cewinski, Stardust and Americana; Nicolas Carta, Fireside Lodge, and Playpark Lodge; Deepak Sharma, Tahoe Hospitality; Brandon Crudup, Playpark Hospitality; and Melissa Fritsche, Marriott Grand Residence and Timberlodge.

Board members absent: Drew Phillips, The Landing Resort & Spa;

C. Introduction of Guests: Sue Barton, Juraj Sojka, and Anne Sutterfield, LTVA, Lisa Gallup, Tahoe Lakeshore Lodge & Spa and Jerry Bindel, Forest Suites Resort.

D. Approval of previous meeting minutes

A motion was made to approve the January 29, 2026, meeting minutes.

Moved: Doug Williams

Seconded: Jennifer Cewinski

Approved: Unanimously

E. Approval of agenda

A motion was made to approve the agenda.

Moved: Nick Carta

Seconded: Doug Williams

Approved: Unanimously

F. Public Comment (Non-Agenda Items, 5-Minute Limit). No Public Comment.

AGENDA

A. Discussion/Possible Action

1. Treasurers Report

- Nick updated the board.
- [PDF of Budget](#)

- December TID transfer: \$210K (down YoY from \$235K)
- Decline attributed to weaker winter/snow conditions.
- January performance is expected to be more stable, but overall caution remains.
- City is noting potential TOT softness, likely due to Lower ADRs (rates dropped to drive occupancy)
- Current balances:
 - Main account \$92K
 - Special Projects Fund: ~\$177K (after \$12.6K disbursement)
 - \$50K Recreation Center funding is still pending from the City.
- Nick is emailing the board members updates on transfers.

2. Filling Vacant Board Seat

- Filled one seat at the last meeting (Brandon Crudup).
- An email went out to the TID members, and a post was made on the SouthTahoeTourism.com website about the second seat.
- Only one person, Lisa Gallup, responded to outreach regarding the open seat.

A motion was made to approve Lisa Gallup to the vacant board seat for the remainder of the year.

Moved: Jennifer Cewinski

Seconded: Deepak Sharma

Approved: Unanimous

3. Election of Officers

- Treasurer: Nick (reappointed)
- Chair: Rich, Current chair retained
- Vice Chair: Doug (reappointed)
- Secretary: Lisa Gallop appointed

4. Relocating TID Funds to Money Market Account

- Board approved moving funds into interest-bearing money market accounts (~4–4.5%).
- Potential to generate ~\$8K–\$10K annually on existing balances.
- Plan includes:

- Opening two accounts (operating + special projects)
- Transferring funds out of current low-yield accounts
- Nick will coordinate fund transfers, including LTVA held funds.

A motion was made for Nick to set up two separate FDIC approved money market accounts (one operating and one special projects) with Nick and Rich as signatories.

Moved: Doug Williams

Seconded: Jennifer Cewinski

Approved: Unanimous

B. LTVA Update

- Jerry gave the board an update as the TID representative on the LTVA Board of Directors (along with Jennifer Cewinski).
- Jerry went through the makeup of the [LTVA Board of Directors](#)
 - Seven board members: Two are from SLTTID, Two are from TDVA, One is a Nevada At-Large Representative, One is a City of SLT Representative, and One is a Douglas County Commissioner. Meetings take place on the second Thursday of each month at 3:00 pm.
- February Actions:
 - Approved Spring marketing creative + docuseries campaign
 - Approved 1-year PR contract renewal (Weidinger PR)
 - Intent: reassess the market before long-term commitment
- Event funding approvals included:
 - LTCC Steak Cook-Off
 - TAMBA Festival
 - Tahoe Yoga Festival (Valhalla)
 - Live at Lakeview
 - Hangar Concert Series
 - New initiative (confidential): Lake Tahoe Basketball Classic. November timeframe at Tahoe Blue Event Center. Goal: regional NCAA teams + national TV exposure
- March Actions:
 - Reviewed "Beyond Awestruck" docuseries rollout
 - Core future marketing platform (awe-based messaging)
 - Discussed FY27 budget direction

- Shift from deficit spending → return to balanced budget planning
 - Maintain \$1.5M–\$2M reserve minimum
 - Expect flat revenue projections
- Juraj updated the board on Sales & Marketing:
 - Strong early-year activity: Trade shows (ABA, international, Australia). Re-engaging group/bus tour market
 - Early traction: 3 tour programs returning in FY27
 - OTA campaign performance: ~6,650 room nights generated (B2B channel)
- Sue updated the board:
 - Over the past two years, the LTVA board has allowed unbalanced budgets, resulting in unusually high spending (e.g., \$3M in paid media in FY25 and \$2M in FY26 due to docuseries production costs).
 - For FY27, the board has directed staff to plan for flat revenue, aligning with TDVA projections; anticipated state increases (~2%) are largely tied to Las Vegas recovery and may not fully apply.
 - Staff is tasked with presenting a department-level budget in April, followed by a detailed line-item budget in May for approval ahead of the July 1 fiscal year start.
 - The goal is to work toward a balanced budget within three years, potentially using remaining reserves in the interim.
 - Early budgeting allows time to adjust for changes before the fiscal year begins, recognizing that economic and political conditions can shift significantly between initial projections and final approval.
- Discussion about STR reports and the City reports being different.
- Deepak commented that the reports paint a rosy picture, are public, and don't show what is really going on.
- Discussion: STR is no longer free. CoStar acquired them, and you now have to pay to report.
- Juraj has requested a meeting with Olga at the City. Have not heard back yet. One issue is that the City report shows properties that are no longer daily rentals; they are monthly.
- Sue reminded everyone about the LTVA Joint Boards Workshop on April 30th and the Annual Tourism Forum on Tuesday, May 5th. \$30 including breakfast, lunch, and parking. The keynote speaker will be Dr. Paul Pith, talking about the research and concept of the Beyond Awestruck Docuseries. Also, if you are not getting Tahoe Blue Event Center updates, let us know so

we can get you on the list. They just announced the Gene Simmons Band for July 19th. There are still tickets available for Jerry Seinfeld on Thursday, April 16. Happy Together Tour, Tuesday, July 21st. The next quarterly TID newsletter is due to come out on the second Wednesday in April. The [South Shore Bulletin](#) comes out on the first Wednesday of each month. The next one is April 1st.

- Discussion about TRPA rules regarding events at the Tahoe Blue Event Center:
 - 250,000 total attendees per year.
 - Peak summer limits (June 15-Labor Day): 43,000 total attendees and 2,500 per event cap during summer.
- Discussion about new LTVA employees, Ross Bertolone, Sales and Services Manager and Mallory Wolfe, Marketing and Content Specialist
- Discussion about America250 and fireworks. The board approved up to \$100,000 at the last meeting to help with fireworks.
- Discussion about the Outdoor Concert Series at Caesars Republic. They are hoping to have 15. Only six have been announced as of today.

C. Board Member Comments

- Doug commented on an article from the Placerville area that the Hwy 50 Wagon Train is having issues raising money for next year because the CHP increased their fee to \$20,000, and El Dorado County dropped a grant of \$15,000. Sue commented that she had met with the Wagon Train recently on this topic. LTVA is sponsoring a wagon to celebrate America 250, with \$2,500 going towards that, which helps to offset their expenses. This year, it's coming through on Sunday, May 31st, and it comes through fairly quickly. It starts at Round Hill Mall and ends this year at the Celio Ranch in Meyers. They will do a lunch stop at where our old office was on Highway 50, at the museum complex.
- Discussion about the big events: Celebrity Golf, July 4th Fireworks, New Year's Eve, and the Outdoor Concert Series.

D. Public Comment (Non-Agenda Items, 5-Minute Limit). Jerry updated the Board on the New Rec Center:

- The new recreation center will include extensive amenities: multiple pools (lazy river, lap lanes, kids' area), climbing walls, a gymnasium with basketball/pickleball/volleyball courts, batting cages, a fitness gym, a dance studio, an arts space, and rentable event space with lake views.

- The facility will operate 7 days/week (Mon–Sat 6am–8pm; Sun 8am–6pm) and offer programming such as senior swim, yoga, and classes.
- Membership pricing is positioned as affordable (approx. \$300/year; family options available).
- Tournament use is supported, with higher-than-expected limits on the number of events; marketing will primarily rely on internal teams and partnerships.
- The previous indoor soccer/tournament equipment plan was halted due to storage issues; staff will return with a revised proposal focused on gymnastics/cheer mats, which are easier to manage.
- A recent Tahoe Blue Event Center Gymnastics event (~1,500 participants) demonstrated strong potential; the facility is well-suited for cheer and tournament warm-up activities.

E. Next Meeting: May 28, 2026 Location TBD

F. Adjournment. Thank you, Melissa/Marriott, for having us!

The meeting was adjourned at 2:35 pm.