

South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting, Hybrid In-Person and Zoom
Forest Suites Resort
1:00 pm, Thursday, February 23, 2023

A. Call to Order

The meeting was called to order at 1 :05 pm by Board Chairman Jerry Bindel.

B. Roll Call

Board members present Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, and Rich Bodine, Hotel Azure.

Board members (on Zoom), Lisa Underwood, Tahoe Keys Resort, and Bill Cottrill, Lake Tahoe Resort Hotel, Jodie Guttrich, Marriott Grand Residence and Timberlodge.

C. Introduction of Guests & Staff present

Tony Lyle, LTVA, Stuart Maas, LTVA, Cameron Weibe, LTVA and Anne Sutterfield, LTVA.

Introduction of Guests & Staff (on Zoom)

Carol Chaplin, LTVA, and Kathleen Mason, Holiday Inn Express

D. Approval of previous meeting minutes

A motion was made to approve the July 28, 2022 meeting minutes.

Moved: Rich Bodine

Seconded: Doug Williams

Approved: Unanimously

Approval of previous meeting minutes

A motion was made to approve the October 27, 2022 meeting minutes.

Moved: Doug Williams

Seconded: Bill Cottrill

Approved: Unanimously

E. Approval of Agenda

A motion was made to approve the agenda.

Moved: Bill Cottrill

Seconded: Doug Williams

Approved: Unanimously

F. Public Comment (Non-Agenda Items, 5-Minute Limit)

AGENDA

A. Discussion/Possible Action

1. Treasurer's Report

- Bill reported on November up until now.
- October 27, 2022: Received 341,518.86 from the city of SLT for August.
- November 7, 2022: transferred \$324,442.92 to LTVA.
- November 7, 2022: transferred \$15,522.79 to LTVA for Special Projects.
- November 15, 2022: \$27.00 service charge.
- November 28, 2022: Check #3691, \$14.99, Jerry Bindel, monthly Zoom subscription.
- November 30, 2022: Received \$280,869.23 from the city of SLT for September.
- December 12, 2022: transferred \$266,825.77 to LTVA.
- December 12, 2022: transferred \$14,001.47 to LTVA for special projects.
- December 21, 2022: received \$227,198.98 from the city of SLT for October.
- December 23, 2022: transferred \$215,839.03 to the LTVA.
- December 23, 2022: transferred \$11,323.69 to LTVA for special projects.
- January 6, 2023: Check #3692, \$239.38, LTVA
- January 17, 2023: \$11.00 service charge.
- January 25, 2023: Received \$156,839.50 from the city of SLT for November.
- February 2, 2023: transferred \$148,997.53 to the LTVA.
- February 2, 2023: transferred \$7592.53 to the LTVA for special projects.
- Doug asked what the Special Projects total is. Jerry commented that is coming up on the agenda.
- Review of FY2022 Actual Financials
 - October 2021-September 2022
 - [PDF of FY 22 SLTTID Budget with Actuals](#)
 - Ended FY 22 over budget, \$195k or 6.46%
 - Total budget, \$3,022,911 actual \$3,218,190
 - Up 12.9% compared to 2021 (mostly due to extra \$1)
 - Feb-Apr, no snow. Summer picked up. Aug-Sep, smoke.
 - Current 2023 numbers:
 - [PDF of FY 23 SLTTID Budget with Actuals](#)
 - October came in over budget at \$59k
 - November came in just under budget
 - December just received over budget at \$142k
 - Rich commented interested to see what January numbers show. They are 400 room nights behind last January. Pacing same as last year for March.
 - Bill down in January. Recovered for Martin Luther weekend. February is off the charts.
 - Kathleen same, beginning of January down. Second half good. Had a lot of USPS in house. March pacing same as last year for March.
 - Jodie has had high occupancy, record numbers in January. February is coming in strong. Have a lot of guest complaints about the Gondola being closed so much due to weather. March is looking good.

2. Resignation of Rachel Thayer, SLTTID Board Member, Seat Expires end of 2023

- Option of Board to elect Successor to Seat
 - Rachael resigned in writing last month. Doing lots of traveling and doing task force for her company. Can't make meetings. Not at Beach Retreat.
 - [PDF copy of Bylaws](#)
 - The bylaws say the board can elect a successor for the remainder of her term which expires in 2023.
 - Julius Kazen has expressed interest in filling the seat.
 - Doug commented we need to send out a notice to the membership of a seat available. Bill and Rich agree.

- Anne to send out an email to SLTTID membership open seat available, with a ballot similar to what we did before. With a deadline of 30 days after email goes out.

A motion was made to put out a request to the SLTTID Membership to join the Board.

Moved: Doug Williams

Seconded: Rich Bodine

Approved: Unanimously

- Option of Board to elect a Vice Chair
 - Rachael was Vice Chair
 - Doug commented should wait until next meeting for new seat so they can vote.
 - Rich commented would like to throw his hat into the ring.

3. Quarterly Newsletter Update

- [PDF of email performance](#)
- The latest quarterly newsletter went out in January.
- Tony went over highlights.
- George (Juraj Sojka) manages this TID newsletter. Jerry gives him the ideas for content.
- 212 people in database, (multiple people from some properties receive newsletter).
- 203 delivered with 9 bounces.
- 92 people opened. 45% open rate. (good open rate).
- 2 people unsubscribed.
- Newsletter is meant to be easily digestible. More value in having it go out quarterly.
- If the Board has questions on content or would like to add people to the data base please let us know.
- Jerry commented thank you to George!
- LTVA also puts out a South Shore Bulletin that goes out to the community, including lodging, restaurant and retail.
- LTVA also puts out a consumer enewsletter (Anne manages that one) 40k database.
- George also sends out an international newsletter which goes out quarterly in six different languages. 15k database.

4. Update on Lake Link On-Demand Shuttle Services

- We contribute \$25k a year to the Lake Link service. As well as an additional one-time \$50k contribution at our last meeting to get Lake Link through a very precarious time while waiting for Douglas County to approve funding. Douglas County did approve just over \$525k at their last meeting.
- [PDF of January Lake Link Ridership Report](#)
- Transported 12k passengers in the month of January
- 8,300 rides
- 20k passenger miles
- Discussion about what the TVH, VRM, TVM stand for and discussion about numbers. 62 minute wait time is not what they want. Most likely weather related.
- November was an average of 15 minute wait time.
- Julius commented he lives at the top of Ski Run at the Summit and Lake Link is taking people directly to their door instead of dropping them at the entrance to the complex.
- 40% local use. A lot of hotel employees use Lake Link.
- % of rides shared is 66%.
- 2/3 of rides have more than one person.
- Demand by the hour, 7:00 am is pretty high then next is 9:00 pm time, especially on weekends.
- Douglas County wants to go deeper into the County. Currently stops at Kahle. They want it to go to Round Hill, Zephyr Cove and the Valley.

- Bob Hassett from Round Hill wants to contribute. Has not yet.
- Heat map shows most rides come to and from. Stateline/ Casinos/ HV Village. Ski Run.
- A lot of Julius's guest use the Lake Link. They have the QR code at the front desk and they hand each guest that checks in the card.
- Jerry has the larger posters with stick off backs that Heavenly produced.
- Doug commented the \$500k that Douglas County contributed is for use in this current year. Goal is to expand out to Round Hill. Not sure if that will happen.
- City contributed \$200-\$300k for current zone and \$800k for next year. They would like to see it expand to the Y.
- Doug commented he thought they will need 2.5 million to expand to the Y.
- Julius commented what are thoughts on promoting to San Francisco/ Sacramento. Basically, free Uber. Jerry: Have PR firm, Weidinger, they put out press releases. He will mention. Doug commented wait until wait time is down so guests are not disappointed.

5. LTVA Marketing Updates

- Winter 2023 Campaign Update
 - We actually work on a 30/60/90 work plan and back into it. Reports and creative that need approval goes to staff then marketing then the board. Once board has signed off we can share with Lodging or TID. Marketing Advisory Committee meeting next week on February 28th.
 - Current campaign started November 14, 2022 and this report goes through February 14, 2023 (3 months).
 - Overall, we saw YoY increases in paid traffic and engagement, as well as partner referrals this year due improved sentiment, new campaign creatives and optimizations.
 - 180% growth in sessions YoY and 91% growth in partner referrals YoY at 2% increase in spend (\$264,800 vs \$260,494) New website, new creative.
 - Focusing on partner referrals. Get them to you to book. Jerry commented that is a huge number.
 - The paid channels maintained a high level of awareness through a full funnel approach using paid social, display/discovery, video and OOH.
 - San Francisco, Sacramento and LA markets continued to be high performers from a CTR and Conversion Rate perspective (despite a drop in spend/effort in Sac/SF) and Las Vegas maintained strong conversion rate performance. San Diego saw strong traffic, but lower conversion performance.
 - Top performing audiences include Affluent and Entertainment across platforms.
 - Outside of Paid Search, Display and Paid Social are the highest conversion drivers with Discovery formats driving high sessions and high conversion rates and publishers like Sunset/Display driving sessions without conversions.
 - Connected TV and Digital OOH were successful in maintaining top of mind awareness with our target audiences
 - Constantly tweaking. If something is not performing well they address it.
 - Nov 14-Feb 14 - 37.4 million paid media impressions.
 - Nov 14-Feb 14 - 135k paid media sessions.
 - Nov 14-Feb 14 - 1,700 partner referrals to your websites.
 - 2% increase in spend (\$264,800 vs \$260,494)
- Event Center Update
 - Stuart Maas, Director of Marketing and Convention Sales and Cameron Weibe, Sales Services Coordinator.
 - Kevin Boryczki wanted to be here, he is at a music promoter conference in Los Angeles.
 - Every time they do a site tour, they notice a new asset. Tile, painting, bathrooms are being completed, LTVA offices, etc.
 - Great to be able to show meeting spaces that are complete. Lots of natural light.
 - On track for July 6th opening.

- Pacing is great. First conference is in August. Conference booking out through November 2024. Bidding out to 2028.
- Currently 11,500 room nights on the books.
- 11 conferences booked.
- 3 family shows booked including concerts.
- 3 large industry events, not able to announce yet.
- Calendar: Will have an extranet. Once ticketed events are finalized will be able to make public. same with Conferences. Food and Bev will mostly be contained in the Event Center. Will let the surrounding businesses know when to expect an influx.
- Conferences in September and October are almost fully booked. Kevin will slot in Concerts/Family shows.
- OVG | 360 just hired a Sales Manager. They will introduce her in the next month or two. She will be your point of contact.
- Right now, Cameron sends out room blocks. Getting approximately 8 requests per week.
- Cvent is the biggest generator of room block requests.
- TahoeBlueCenter.com
- Different leads have different qualifications.
- Qualify what properties can handle the different requests vs sending everything to everyone.
- Main focus for Stuart is large sporting events.
- Carol commented Event Center has restrictions from the TRPA permit standpoint. Mid June to after Labor Day, we are not able to go over 2,500 people or any combination of events on a single day. Cannot go head to head with the Harveys Concert Series. Bringing more people to destination in the off season vs holiday periods.
- Doug commented certain number of days. What kind of event triggers that? What about local organizations? Carol: Hoping community benefit events wont go against event days. Currently we can have 130 events and 220 event days. Assuming most are one day events. We don't have anything in writing back from TRPA regarding community benefit events.
- Jerry commented how are responses when sending out rfps? Cameron: We are getting responses pretty quickly that they have received the rfps. Are asking the property to copy them when they send out proposals to the planners.
- Cvent wants 24-hour turn around and sometimes that is not feasible.
- Some of the smaller properties are not able to provide rates for a year out.
- Stuart is seeing a trend where associations are looking at multiple properties. Casinos and CA based properties.
- Doug asked if NV properties were preferred. Stuart: No. It is based on the needs of the planners.
- Jerry commented after room blocks done. Schedule who will be in the Event Center. When will a master schedule be available to all, not just hotels with room blocks?
- Will have a large announcement next couple weeks. We have a spreadsheet as of now. We have to wait for events to go public before announcing.
- Doug asked if they can let them know counts and not names of events so they can adjust schedules and rates accordingly.
- They will be setting a community method.
- Carol commented will dial in a community strategy. Once an event becomes final, they will be able to announce. There is a process. RFP, then tentative hold, then contract negotiations, then announcement process. Then where Cameron comes in with free nights what activities are available to attendees.
- Jerry commented the free nights part of the process is so important to communicate. No guarantee that the businesses will get business, just that it is possible.
- Doug commented there are a certain percentage of people who don't go to the scheduled banquets and go to dinner on their own in town. Need community to know they could possibly be very busy when Event Center has events.

- Stuart commented the Bleisure market is big. Pre and post event visitors.
- Other Updates
 - 6th Strategy Planning Workshop, March 22, 2023, 3:00 pm. LTVA meeting room. More interactive this time.
 - Doug asked when will the LTVA offices be unusable? Once we move into the Event Center. No firm date.

6. Special Event Update

- Heavenly Holidays recap. Still have to tie up a few loose ends. Waiting on a final report from Dreu. Very successful event. As you know we had awful weather and the Gin Blossoms cancelled at the last minute. They were paid a deposit. Contract was between Dreu and Gin Blossoms.
- Jerry commented when are we going to discuss new strategies for Heavenly Holidays next year? Tony: That will be something TID board and LTVA board will discuss.
- Rich commented need to work out Big Blue first. Tony: Dreu thinks having in the Fall would be best. We are in the budget process right now. He will get a proposal to us sooner than later.
- Doug commented have you given him a budget? Tony: No we asked him to give us what kind of event and how much it would cost. Ticketed and free events. LTVA promotes event and promoter puts event on.
- Anne commented Dreu commented in an earlier meeting today that he is waiting on Tony.
- Tony will reach out to Dreu.
- Events Ad Hoc Group
 - There is an Ad Hoc Events Committee that has convened a couple times to discuss what special events we can put on in this fiscal (through the end of June) Time is not on our side.
 - Couple things in the air. Nothing that Tony can talk about. There is movement but it is slow. With the Event Center opening in July the playing field changes for FY24.
 - Mid-week something incremental to help drive visitation.
- Special Projects Fund
 - [PDF Special Projects Funds held by LTVA](#)
 - Current balance is \$49,054.96 through November 2022.
 - We get these numbers from Katharine with the LTVA.
 - If we get money back from HV Holidays will go back into this fund.
 - Doug commented he is thinking the average is about \$12.5k a month so will get close to \$85-90k through February.
- Potential funding discuss on non-event items
 - We don't have to fund only events.
 - Example to purchase a stage. Can be stored and use in the village or Commons so we don't have to rent one. Kathleen had the Stage idea. Jerry encourages all board members to give ideas with numbers, etc. in time for the board to digest in advance. Basically, a business plan for the board to decide.
 - Kathleen commented should be able to come to next meeting with details on stage idea. Could be a revenue source. Rich commented could be used as a donation.

Board Member Comments: None

Public Comment (Non-Agenda Items, 5-Minute Limit) None.

Next meeting April 27, 2023, 1:00 pm.

The meeting was adjourned at 2:33 pm.