

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**Board of Directors Meeting, Hybrid In-Person and Zoom**  
**Forest Suites Resort**  
**1:00 pm, Thursday, August 31, 2023**

**A. Call to Order**

The meeting was called to order at 1:04 pm by Board Chairman Jerry Bindel.

**B. Roll Call**

**Board members present** Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, Dan Evans, Beach Retreat & Lodge at Tahoe Kathleen Mason, Holiday Inn Express, and Rich Bodine, Hotel Azure.

**Board members on Zoom** Lisa Underwood, Tahoe Keys Resort.

**Board members not present** Bill Cottrill, Lake Tahoe Resort Hotel, and Shachar Birendorf, Washoe Lodge.

**C. Introduction of Guests and staff present** Carol Chaplin, LTVA, Sue Barton, LTVA, Juraj Sojka, LTVA, Anne Sutterfield, LTVA, and Randall Lambach, Bluelake Inn.

**D. Approval of previous meeting minutes**

A motion was made to approve the June 15, 2023 meeting minutes.

**Moved:** Doug Williams

**Seconded:** Rich Bodine

**Approved:** Unanimously

**E. Approval of Agenda**

A motion was made to approve the agenda.

**Moved:** Doug Williams

**Seconded:** Kathleen Mason

**Approved:** Unanimously

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

**AGENDA**

## A. Discussion/Possible Action

### 1. Treasurer's Report (Jerry went over due to Bill Cottrill being out)

- [PDF of SLTTID Budget with Actuals](#)
- We are 1.17% under budget to date through June.
- Early parts of the year we were over. February through April was under budget. Due to weather related, roads closed, etc.
- June is coming back. Thinks July will be close to budget.
- Actuals for July \$383k with budget at \$400k.
- Room nights demand vs. ADR.
- No red flags relating to total numbers. \$21k down on \$2 mil.
- Rich thinks July/August will come back.
- September is pacing pretty well.

### 2. Open Board Positions

- Option for the board to elect the open seat (Jodie Guttrich). Jodie has moved to Orlando, Florida.
- Last meeting, we had three nominees. Dan Evans, Tahoe Beach Retreat (elected), Randall Lambach, Bluelake Inn, and Jennifer Cewinski, Stardust & Americana.
- It is up to this board to consider filling Jodie's seat for the remainder of her term, which ends in December.
- **Kathleen would like to nominate Randall Lambach until December.**
- **Seconded:** Rich Bodine
- **Approved:** Unanimously
- Welcome Randall to the Board.
- Now, we have the option to elect a board secretary. A successor for Rich.
- Rich commented about what we are doing about people not attending meetings.
- Jerry will look at the Bylaws to see if replacing them due to attendance is possible.
- Kathleen is interested in the board secretary position.
- **Doug Williams nominated Kathleen Mason for Board Secretary.**
- **Seconded:** Dan Evans
- **Approved:** Unanimously
- Jerry found the section in the [SLTTID Bylaws](#) section 10 Vacancies. #5, if a director fails to attend four consecutive regular meetings of the Board of Directors.
- Shachar Birendorf's last meeting attended was on July 28, 2022. We need to check and be sure.
- We will discuss this at the next SLTTID Board Meeting.
- We will contact Jennifer Cewinski to see if she is still interested.
- Fall election cycle. Four seatings are up. Put out after the October Board meeting. Then we will have the month of November for nominations, activity, etc.
- Doug thinks we need to get nominations out this month.
- Jerry confirmed December 31st in the SLTTID bylaws. Section 2. All directors shall hold office for two years ending on December 31 of the specified year. Think we have enough time. Jerry and Kathleen to get together to go over.
- The four seats that are up are for two terms.
- Doug commented he still thinks we should get nominations out earlier. It took over 30 days to get the required 30% or a third last time.
- Seats that are up
  - Dan Evans
  - Shachar Birendorf

- Lisa Underwood
  - Randall Lambach
- Goal to get it out by October 1st.
- Getting enough votes is what may take time.

### 3. Quarterly Newsletter Update

- The quarterly newsletter will go out next week.
- Thank you to Juraj and Sue for all your help with this.

### 4. Annual Report to City of South Lake Tahoe

- Every year, we present a report to the City of South Lake Tahoe in October/November. They receive it and ask questions. It will probably be Carol and Juraj, along with Jerry.
- [Draft report PDF](#). Will get the final out to all the Board Members once it is available.
- LTVA Staff and Chair work together to put together information and budget. Usually 1-2% over the previous year.
- Discussion about possible questions from City Council.
- Sue commented We are still waiting for a recap report from Dreu on Heavenly Holidays. Statistics, etc. Which the SLTTID funded with \$65k.
- For the most part what is in the draft won't change, mostly will just add sections as our agencies provide the information needed.
- When states FY23 that is LTVA's fiscal year July 1, 2022, through June 30, 2023.
- The SLTTID fiscal year ends in September.
- This reporting is LTVA's fiscal year, not the SLTTID. Most accurate reporting.
- Kathleen asked if Anne could look back and see what Dreu gave as a recap at lodging.
- Doug asked if we have a proposal yet for this year's Heavenly Holidays.
- Carol commented that we had a brief meeting with Dreu a couple of months ago, with the Event Center opening, how might we reinvent Heavenly Holidays? Additional activities or another location. Dreu will call Carol when he is back in town. Now that we have big entertainment at the Event Center, perhaps we could use some money to redistribute to other stuff.
- Doug asked what is at the Event Center for New Year's Eve. Two nights, Dec 30 & 31, Excision - Electronic Dance Music. Basically, it's SnowGlobe but indoors.
- Kathleen asked if we would do away with the early show in the village. No. talking about extending down to Ski Run Marina and possibly the Y. Sue commented Heavenly is okay with using the name as an umbrella for other events in CA and NV. We will still do the 9 pm ball drop and possibly a house band/local band.
- Discussion about New Year's Eve at Stateline.
- Heavenly Holidays will not get any less funding.
- Kathleen asked about the October 31st event in the Heavenly Village. Lodging Association Sponsor? Jerry thinks so.

### 5. Update on Lake Link on-Demand Shuttle Services

- Carol commented over 140k rides in the first year of operations.
- City of SLT has pledged another \$500k or \$800k toward the service.
- The TDVA has Event Center permit conditions. One is to operate microtransit. The TDVA did not have to operate it until it opened for the summer season. We are a year ahead of it; it is year-round vs. seasonal. Geography is expanded. Because we are opening in September, the TDVA is funding Lake Link transit to Round Hill Shopping Center on Weekends through the end of September. 17 days. It is a fixed route.

- Rich asked how to get information out to ridership. Soft opening. Lake Link pushed out message on app.
- SLTTID commits \$25k each year and gave an additional one-time \$50k.
- LTVA commits \$50k per year.
- TDVA will start kicking in \$3 of \$4 surcharge on tickets. It should be \$140k in the first year. Hoping to expand to night service.
- Rich commented that the biggest challenge is the wait times.
- Kathleen asked how many vehicles? Four vehicles. Most rides are less than a mile or two.
- Rich commented that it would be interesting to see the bounce rate.
- Doug commented that the City of SLT is allocating money, and what about El Dorado County? Carol: thinks \$200k. How far will Lake Link go out for the City to fund? Money has been pledged.
- Discussion about TTD ridership less than Lake Link. The City is talking about taking over TTD.

## 6. LTVA Updates

- Juraj commented about the Quarterly newsletter. In the last newsletter, 347 people opened and had multiple clicks to Visit Lake Tahoe and SLTTID websites. People are utilizing information.
- Juraj just came back from the Visit California China Mission. Three weeks ago, China removed restrictions on group travel to the United States. Everyone is interested in what is new in our destination. Starting in October, Delta flights to San Francisco.
- Jerry commented about getting China ready. Amenities like tea and slippers. There will be smaller groups, like 30, not 50. Juraj will have more information on the China traveler expectations.
- Carol commented that LTVA received the [US Travel Education Destination Award for Awe and then Some Campaign and Branding](#).
- Carol commented messaging is starting to change to fall. Updating creative. The board is considering a new strategic plan. Should finalize at the September meeting.

### b. Event Center Update - Carol Chaplin

- Carol commented she was there this morning and they are testing audio fire alarms. The elevator was signed off on yesterday. Waiting for fire marshal and final inspection for smoke in the bowl. We did not pass that yesterday. Hopefully, tomorrow we will have a temporary certificate of occupancy so we can have Stuart's wedding reception outside on Saturday, September 2nd.
- We are welcoming the first National Conference, National Association of State Park Directors, Sept 12 - 15.
- Go to <https://www.tahoebblueeventcenter.com/> all information is on there. Including Pitbull, announced today.
- Ribbon cutting on Monday, September 18, from 5-7 pm. You will receive an invitation.
- Jerry commented congratulations!

## 7. Other Items

### a. Special Events Update - Carol

- Carol commented that Jerry asked staff to put together an Ad Hoc Events Committee to talk about a larger strategy. On the committee are Sierra Richie from Harrah's/Harveys, Katie Ficeto, Heavenly, Cody Bass, City Council, Jerry Bindel, and Yale Rowe, Hard Rock. Conversation about events and challenges. Talked about one event per season tent pole or legacy-type event. Talking about Heavenly Holidays. Summer has Celebrity Golf and is established, so won't do a new event for summer. Possibly do something around October/Halloween. Hauntober and a winter event besides Heavenly Holidays.
- They also talked about having a calendar to aggregate for planning. It is in the works. Will help to even out the need periods.
- Heavenly may be bringing back the Big Air Toyota event in March.
- Doug asked where will Golden Nugget hold their events. Showroom? Carol: They are looking at finding an outdoor event.
- SLTTID Special Projects Fund is just over \$108k. and continues to grow, especially in the summer months.
- As we think about event opportunities or through the LTVA. Please bring to this group.
- Kathleen commented the stage is on course. Dreu is getting pricing. Will have by the next meeting.
- Doug asked, do we have to take the \$65k Heavenly Holidays out of the \$108,661?

- Sue commented it did come out. The additional came from LTVA, from additional monies left over under opportunities.
- Sue: In December, yes, the \$65k would come out of this fund.
- Doug, so \$43k in excess. And we have \$100k in the account. Yes.
- Jerry commented, normally we give \$5k to Valhalla. Would that come out of this account also? Sue, the \$5k Valhalla has been coming out of LTVA accounts.
- \$80k Heavenly Holidays in 2021, then in 22 paid Big Blue \$87k, also in 22 Valhalla came out. The one-time contribution to Microtransit came out of this fund. The \$25k yearly contract with Lake Link comes out of the SLTTID operating account not this special projects fund.
- Jerry commented we paid Lake Link \$25k in July, so will pay again next July.
- Doug asked, besides Heavenly Holidays, what comes out of \$108k? Stage potentially.
- Discussion about the Stage. Where to store it, who puts it together, how to transport it, etc. Will have more information at the next meeting.

**b. Recreation and Swim Complex Update - Jerry**

- \$68 mil total cost now until completion.
- \$59 mil bonding passed.
- 63k sq foot, six lane indoor pool, two full high school basketball courts, divided into four volleyball courts, pickleball, running track, event space up on the second floor looking over the lake for wedding and group events.
- Rich commented, double the pre-covid cost.
- Doug asked how much is in the account now. Jerry: \$12 mil in account, spent about \$7 million on the architecture and blueprints. \$3 mil below ground.
- Have a general contractor out of Sacramento. Vetted and well received.
- Above ground construction starts May 15, 2024. Done by the end of December 2025 weather permitting. Incentivized to get it done sooner.
- Discussion about basketball courts in the Event Center.
- Event Center can have 130 events 220 event days per year.
- Discussion about the Hockey Team. Down to 5 names out of 2k entered. Avg attendance is over 2k per game. Will have 36 home games. Season pass sales are outpacing Savannah, which is bigger. Not sure about the overnight stay count. We are the farthest west team in the league. Not sure how many fans will fly in.
- Jerry commented that FFE is not included in the bid. Have to fundraise. Naming rights for room, and other sponsors. Scoreboard, bleachers, etc. The goal is over a million dollars in fundraising. The same way Douglas Co did it.

**Board Member Comments**

- How has business been? Dan: Good. July 93% occupancy. August is great so far. Dan would like to tour Forest Suites. Jerry commented nice paint job! \$320k job.
- Rich: gaining traction on old trailer park. Will 3D print building. Passed statute of limitations, keeping it non-conforming use. Will prob be a 60-unit hotel, part of the resort. They can print in one day. Within a month and a half once infrastructure is done. New tenant for restaurant building. Signed today. Not sure what it is. Local.
- Doug asked about what is going in at Nels. The owner of Azure wants to buy it, too expensive at \$1.8 mil.
- Randall will reach out to Jennifer Cewinski to see if she is still interested in a board seat.

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

Next meeting - Thursday, October 26, 2023, at Forest Suites unless someone else wants to have us. Usually, the fourth Thursday every other month, unless holiday.  
The meeting was adjourned at 2:21 pm.