

**South Lake Tahoe Tourism Improvement District (SLTTID)
SLTTID Nominations for Two-Year Board Positions Beginning 2022**

The South Lake Tahoe Tourism Improvement District is a nonprofit corporation whose Board of Directors oversees the allocation and expenditure of district funds and those generated and passed to the Lake Tahoe Visitors Authority, as outlined in the SLTTID Management District Plan. The SLTTID Board of Directors has five Directors who are lodging business owners or representatives within the district boundaries. Currently five (5) seats below are up for election for the 2022 election cycle.

We are currently soliciting SLTTID members interested in applying for our five (5) open board positions. If you are interested in applying, please complete the below form and return by March 15, 2022 to: Rich Bodine, SLTTID Secretary, Hotel Azure, 3300 Lake Tahoe Blvd, SLT, CA 96150 or scan/email the completed form to rbodine@hotelazuretahoe.com. You must confirm receipt of submitted form by calling 530-543-6515.

(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: BILL COTTRILL Email: BCOTTRILL@TAHOERESORTHOTEL.COM
Property: LAKE TAHOE RESORT HOTEL Address: 4130 LAKE TAHOE BLVD
City: SLT State: CA Zip: 96150 Phone: 530 543 2113

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

SLTTID BOARD MEMBER
SLTTID BOARD TREASURER - CURRENT
LTVA BOARD - CURRENT
STAR BOARD - CURRENT
TANAS BASS FISHERY LEAGUE - 7 YEARS - LEADER DIRECTOR
LTVA MARKETING COMMITTEE - PAST

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

ENSURE FUNDS ARE COLLECTED & DISPERSED
UNDERSTAND AND DISCUSS LTVA GOALS, OBJECTIVES AND MARKETING PLANS

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Douglas williams Email cedarpinesresort@hotmail.com
Property: Cedar Pines Resort Address: 1234 Melba drive
City: South Lake Tahoe State: CA Zip: 96150 Phone: 5304486107

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

SLT Planning commission, SLT Lodging Assoc.-President,
past VP and board member for 9 years
SLT TID-Director, Tahoe Home Connection-Director, Christmas Cheer-Dir.
I have prior experience in event planning, finance and insurance services.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

The TID is responsible to its membership to make sure funding collected is
used effectively and ensure we get the most bang for the buck. The TID
also make sure that each member of the TID receive proper notification of
meeting agendas and minutes from all entities that receive funding from the
TID. I will push for more events that bring more guest to our region and
make sure a fair share are held within the TID district.

I will Provide clarity, transparency and involve all lodging properties.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors

None

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Jerry Bindel Email: jbindel@forestsuites.com
Property: Forest Suites Resort Address: 1 Lake Parkway
City: South Lake Tahoe State: CA Zip: 96150 Phone: 530-545-1157

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

My involvement in the community is strong and I enjoy volunteering time to our community organizations esp. as my kids are now out of the house!
I am the current chair of the SLTTID, where I coordinate meetings, ensure that all monthly and annual filings occur, including delivering a yearly summary report to the City, coordinate financial transfers and audits, as well as communicate to our members. I am also the current chair of the Lake Tahoe Visitors Authority, and represent the TID interests strongly on this Board. Other organizations I am involved with are the City Parks & Rec Commission (Chair), the SLT Lodging Association (Treasurer), Valhalla Tahoe (Treasurer), the Community Disaster Resource Center (helping Caldor Victims as Treasurer), and The South Shore Transportation Management Assoc (to advance transit as Treasurer)

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

The SLTTID is responsible for the marketing of the South Shore of Lake Tahoe to our visitors, to the benefit of our TID members' business levels.
I will ensure that the TID continues to have a strong presence in the community to represent lodging interests in many areas, which ultimately promotes lodging stays to all of our properties. Our TID funds go toward the marketing of our properties/town, public relations, events, and visitor services, using our professional marketing organization (the Lake Tahoe Visitors Authority) to execute these programs in budgeted allocations.
I believe it is also very important to evaluate the SLTTID success through our members' business levels, which have been stronger every year since inception of the TID (except for anomalies from recession and COVID/Caldor closure years). If re-elected I will continue to ensure proper use of our funds through strong representation on the LTVA board, ensuring that our marketing/event/guest programs are executed to the strongest levels. Last, and very importantly, with the exciting addition of the new Event Center next year, I will continue to work on your behalf to coordinate communication between the Event Center booking activity our TID members to ensure VERY STRONG positive benefit for our members through leads, bookings and shoulder season stays.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors

I have no conflicts or potential conflicts. If I do for any item in the future, I will recuse myself from that particular agenda item.

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Jodie Guttrich Email jodie.guttrich@vacationclub.com
Property: Grand Residence Club Lake Tahoe & Marriott's Timber Lodge Address: 1001 Heavenly Village Way
City: South Lake Tahoe State: CA Zip: 96150 Phone: 530-721-6406

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

I have held a board position as Director on the Norfolk Chamber of Commerce in the UK,
representing the tourism sector for our city and county. I have also volunteered my time
on several community organizations including a dog rescue, community park planning
and a helping hand organization to clean up yards at elderly persons homes.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

I see the responsibilities of the SLTTID to focus on the monetary health of the businesses
and retail trade within our area by promoting sustainable tourism strategies that will develop
long term development. SLTTID should market the area, partnering with other organizations to
ensure Tahoe is seen as a safe and healthy place to vacation and reside. I believe this
can be accomplished by building a strong team of players that can focus on similar goals and agreed
strategies. My skills in my current and past professional roles will compliment this very well.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors
I do not foresee any conflicts of interest for this position.

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Kathleen Mason Email Kmason.hieslt@gmail.com
Property: Holiday Inn Express Address: 3961 Lake Tahoe Blvd
City: SLT State: CA Zip: 96150 Phone: 530-544-5900

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

I sit on the board of the South Lake Tahoe Lodging Assoc. for the past 2 years.

I sit on the Tahoe Chamber of Commerce for the last year.

I have managed hotel finances for the past 16 1/2 years. 5 years with a management company in Ca.

7 years In NV Holiday Inn Express, and 5 years in South Lake Tahoe Holiday Inn Express.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

I feel the responsibilities are to be Honest, Inclusive, Communicative, Transparent to the collection of Hotels that pay into the TID. Giving a voice to those that have concerns or comments.

I also feel as though they need to find ways to have activities or events on the California side of the Basin.

Working with the LTVA for marketing, events, Contributing money and helping with the placements of Groups.

Getting information out to the Hotels about whats happening in the TID and meetings.

For everything that I have responded with as to what I think the responsibilities are for the TID is what I would like to help accomplish with being a part of the TID and part of the community involvement.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors
NONE

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Lisa Underwood Email lisa@tahoekeysresort.com

Property: Tahoe Keys Resort Address: 599 Tahoe Keys Blvd

City: South Lake Tahoe State: CA Zip: 96150 Phone: 530 544-5397

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

I have served on the Board of Directors for the SLTTID since its inception in 2006, as Treasurer from 2006-2013. While working remotely in WV to care for elderly parents, I sat on the Board of Directors for the Mercer County Humane Society, serving as Treasurer and Fundraising chairperson.

I manage all technical aspects of Tahoe Keys Resort's business including all websites, internal office network and servers. I coordinate and contract for all advertising, marketing partnerships, OTA channels as well as PPC campaigns and SEO strategy. I also create and oversee the solicitation outreach for all new property acquisition. I also design rate strategy, write copy, coordinate or shoot property photos to maximize each property's potential.

As a managing partner in Tahoe Keys Resort, I believe that individual success begins with shared vision and promotion of our destination as a whole.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

The SLTTID has a fundamental responsibility to the South Lake Tahoe lodging community to make decisions that will serve the lodging community as a whole. Our focus has always been the bigger picture and proactively adapting to the core needs of the constituents- with the primary focus on driving occupancy. If elected I hope to continue to review and support such occupancy driving activities events and campaigns for the greater good of our community and specifically our lodging partners.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors
I have no current conflicts of interest that would impede my ability to serve on this board.

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Name: Rachel Thayer Email: rthayer@tahoebeachretreat.com
Property: Beach Retreat Address: 3411 Lake Tahoe Blvd
City: South Lake Tahoe State: CA Zip: 96150 Phone: 530.545.4337

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

It has been many years but I have sat on the following: NACE Board of Directors/ SLTWHA Board.
Produced and executed high level events and productions
Continued work in the service industry as GM of the Beach Retreat

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

- Distribute funds to events and promotions to benefit the SLT lodging community.
- Market the SLT area to benefit the SLT lodging properties
- Provide stable, accountable and budgeted funds for the promotion of tourism that directly benefits the contributors to the TID.

-If elected offer thoughtful evaluation of the proposed events, spending of funds and ROI from the events. Follow the rules and contribute to the process in an efficient nonbiased manner.

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(Must be an owner or representative of an assessed lodging/property management/timeshare business within the SLTTID)

Name: Rich Bodine III Email rbodine@hotelazuretahoe.com
Property: Hotel Azure Tahoe Address: 3300 Lake Tahoe Blvd
City: SLT State: CA Zip: 96150 Phone: 530-542-0330

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

I have been a TID Board member since 2014. I have been a SLTLA Board member since 2007 and was President from 2012-2018 & 2020-2021.

I am a member of the LTVA Marketing Committee and was also on the LTVA Sales Committee

I have worked at Hotel Azure since 2004 as DOSM from 2005-2016, and DOO from 2016-present.

I love living/working in our community and have traveled around the world selling and marketing

Lake Tahoe at various Trade Show and sales missions. I feel that I have a great understanding of our guests and

our market. And have a great understanding of how the LTVA works to attract guest to our area.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

The SLTTID is responsible for funding the LTVA, who then markets the South Shore of Lake Tahoe to the benefit of the TID members

by promoting various events, activities, and PR Campaigns that drive overnight stays in our community. If re-elected to

the SLTTID Board I will continue the work with and support the LTVA in their efforts to drive Occupancy and ADR growth for all TID members

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors

None, I have volunteered my time on the SLTTID since 2014 and will continue to do so if re-elected. If any conflict arises I will recues myself.

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Name: Shachar Birendorf Email sbirendorf@gmail.com
Property: Washoe Lodge Address: 751 Emerald Bay Rd
City: South Lake Tahoe State: CA Zip: 95065 Phone: 5082159797

Please list any past or present community involvement and/or group affiliations, and any skills/experience you have that may assist the SLTTID

I have degrees in economics, business management and computer science. I am a partner in a real estate data company and own few businesses. I am a data driven person and currently manage over 30 people on multiple teams. Living part time in the Bay area and part time in Tahoe, I believe with my education and experience and me understand the economics / market needs and would like to be involved as a SLTTID board member to represent and give to our community.

What do you see as the responsibilities of the SLTTID and what do you hope to accomplish if elected?

I see SLTTID as the connection part between the city and the community.

SLTTID should improve the transference and community knowledge

of the program to show the value of it to all the business owners, homeowners, the community, and nature.

SLTTID should keep in mind the new economic era coming out of covid and be agile with data based decisions in order to improve Tahoe.

Please list any potential conflict of interests that you may foresee if appointed to the SLTTID Board of Directors