

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**Special Board of Directors Meeting via Zoom**  
**1:00 pm, Thursday, March 24, 2022**

**A. Call to Order**

The meeting was called to order at 1:00 pm by Board Chairman Jerry Bindel.

**B. Roll Call**

**Board members present,** Jerry Bindel, Forest Suites Resort, Lisa Underwood, Tahoe Keys Resort, and Rich Bodine, Hotel Azure.

**Board members on zoom,** Doug Williams, Cedar Pines Resort and Bill Cottrill, Lake Tahoe Resort Hotel.

**C. Introduction of Guests & Staff**

Guests & Staff present, Tony Lyle, LTVA, Trent Unruh OWL Monitor, and Anne Sutterfield Minutes.

Guests & Staff on zoom, Kathleen Mason, Holiday Inn Express, Randall Lambach, Bluelake Inn, Devin Middlebrook, Mayor City of South Lake Tahoe, Gary Casteel, Carol Chaplin, LTVA and Sue Barton, LTVA, Cameron Wiebe, LTVA.

**D. Approval of previous meeting minutes**

A motion was made to approve the previous meeting minutes.

**Moved:** Rich Bodine

**Seconded:** Lisa Underwood

**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) Nonee.**

**AGENDA**

## A. Discussion/Possible Action

- **Update on Memorial Day Weekend Music Event (TID committee member and/or LTVA staff)**
  - Jerry introduced, The SLTTID Board voted in favor of spending up to \$100K for a Memorial Day 3-day weekend event. Discussed at last meeting. Subcommittee formed, 2 from SLTTID Board: Rich Bodine, and Doug Williams and 2 from Marketing Advisory Committee: Katie Faceto and Dan Keenan. There has been some good movement.
  - Tony, RFP subcommittee met last Wednesday to review. Received two. Not an easy decision. End up with a joint bid, Dreu Murin Productions and On-Course events. Tony met with them the next day talked about tweaks to proposal. Permit already in place for Lakeview Commons location. As of today, on TahoeSouth.com website with first round of creative. This event will be a singer-song writer series throughout town, 3 days. Lakeview Commons and the Heavenly Village for headliner events on the Saturday and Sunday.
  - Rich commented both RFPs were good. We were going for the wow factor and that is what ended up with.
  - Doug commented main factor was they already had the locations tied down, Lakeview Commons and Heavenly Village. Looking at more venues throughout the City, AleWorX, South of North, other restaurants and breweries.
  - Tony name ended up with Big Blue Music and Brews Festival. In addition to the larger events at Heavenly Village and Lakeview Commons. It will be City-wide, all the way to the "Y" and Camp Richardson.
  - Jerry asked is there any concentration on local vs out of town talent? Tony: There will be a mixture local and out of town. Open it up to have a wider range of genres. Businesses already doing live music will get on the schedule. Example McP's. Venues will effect commerce. Restaurant and Bars vs on a beach.
  - Doug commented shooting for 2 headliners (main acts) each night Saturday and Sunday, one at each location. Especially for Sunday.
  - Jerry asks is it included with the bid, police, fire, etc. Tony: Yes, turn-key.

## Candidate Statements

- First year doing this. Jerry been here since inception. One year had a contested election where there were more people running than seats available. Wonderful to see the interest and variety. Candidate statements to get to know one another. Go around let us know who you are, maybe a fun fact? Then 3 questions.
- Candidates: Shachar Birendorf, Washoe Lodge, Rachel Thayer, Beach Retreat, and Kathleen Mason, Holiday Inn Express.
- Jodie Guttrich, Marriott, can't make it. Traveling and got sick in the process. Sends her best and apologies.
- Please see zoom recording for statements and discussion:  
[https://us02web.zoom.us/rec/share/s4ZMVAuMTmex7X7\\_0TaqG1evSCmjWoCfmjV5B3naWnAM-00xQUy\\_crRFuSVHLpv6.ffg8rv5myhXIJNwn](https://us02web.zoom.us/rec/share/s4ZMVAuMTmex7X7_0TaqG1evSCmjWoCfmjV5B3naWnAM-00xQUy_crRFuSVHLpv6.ffg8rv5myhXIJNwn) Passcode: 1L5Xa=Xa

**B. Board Member Comments**

- Jerry commented inclusive vs exclusive. When Rich got the nomination forms and he saw them he was really impressed with the candidates. People bringing good ideas, good questions and really participate. After seeing all the nominations, Jerry asked TID legal counsel if they could do something more inclusive. Board can consider increasing number of board members. Would like to have special meeting to see if this board would be interested in expanding number of members from 5 to 9. So everyone who is applying can contribute to the SLTTID Board. Not on agenda so unable to talk about it. Will invite membership to meeting next week, Thursday at 1:00 pm. Will put email out. Consider all 9 on a future board. Need feedback from the board and the members.

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

**D. Adjournment**

A motion was made to adjourn the meeting

**Moved:** Rich Bodine  
**Seconded:** Doug Williams  
**Approved:** Unanimously

**The meeting was adjourned at 2:33 pm.**