

**South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting
LTVA Conference Room
1:00 pm, Thursday, September 26, 2019**

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, Doug Williams, Rich Bodine, Lisa Underwood and Bill Cottrill.

C. Introduction of Guests & Staff

Staff: Tony Lyle with the Lake Tahoe Visitors Authority and Anne Sutterfield, Minutes.

Guests: None.

D. Approval of Minutes of Previous Meeting

A motion was made to approve the minutes of the previous meeting.

Moved: Rich Bodine
Seconded: Bill Cottrill
Approved: Unanimously

E. Approval of Agenda

A motion was made to approve the agenda.

Moved: Bill Cottrill
Seconded: Rich Bodine
Approved: Unanimously

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

None

AGENDA

1. Financial Updates

Bill Cottrill updated the board on the SLTTID finances.

- May 24, 2019: Signed check #3626, \$124.00, Fromarc, D&O insurance (add'I coverage).
 - May 24, 2019: Signed check #3625, \$34.69, Sierra NV Media Group.
 - May 24, 2019: Transferred \$221,465.09 to the LTVA. Contingency balance after transfer at: \$167,593.81
- *****
- June 25, 2019: Received \$186,903.22 from the city of SLT for April 2019.
 - June 26, 2019: Transferred \$177,558.06 to LTVA. Contingency balance after the transfer at: \$171,563.98
 - July 3, 2019: Signed checks for: #3627, \$54.00 to city of SLT for cost of postage for public notices and #3628, \$200.00 for Anne Sutterfield for meeting minutes (4 days).
 - July 25, 2019: Received \$162,304.07 from the city of SLT for May 2019.
 - July 30, 2019: Transferred \$154,188.87 to the LTVA. Contingency balance after transfer at: \$179,411.63.
 - July 30, 2019: Signed check for: #3629, \$34.69 to Sierra Nevada Media Group for June meeting. August 26, 2019: received \$266,186.03 from the city of SLT for June 2019.
 - August 30, 2019: transferred \$252,876.73 to the LTVA. Balance after transfer at: \$192,672.87
 - August 30, 2019: signed check for: #3630, \$54.00 to City of SLT for public notices postage.
 - Surplus of \$37,145 to budget, as of the end of June.
 - July should be good.

- Bill Cottrill commented August might be down based on the Star report comp set down 4%
- Bill Cottrill asked on the budget, why big fluctuations on the expenditures?
 - Redistributed and reallocated funds.
 - 5% less in Visitor Center was 10%
 - Admin went down a little
 - Up in Events
 - Marketing programs up to 63% from 43%

2. Discussion/Possible Action

A. Update on SLTTID Renewal Process

- Tourism Improvement District has been approved
- Going live with new TID Assesment District on December 18, 2019.
- Increase begins December 18, 2020 by \$1
- Letter to go out to all members explaining process if board approves

B. Review and Approval of SLTTID Letter to Constituents PDF

- Civitas will send to all TID owners on behalf of SLTTID Board
- Will increase in year 2 with a potential increase in year 5 if SLTTID Board approves
- Tony Lyle mentioned maybe add wording to maintaining assesment in 1st year.
- Change verbiage and add date, Dec 18, 2020.
- In the 3rd paragraph,
 - The initial annual assesment will remain at \$3.50/\$4.50 for year one. The Assesment rate will automatically increase in year two as of December 18, 2020, by \$1 on both assesment rates.
- **Motion to Approve the Letter with Corrections**
Moved: Rich Bodine
Seconded: Lisa Underwood
Approved: Unanimously

C. SLTTID Annual Report PDF

- TID Annual Report given annually to the City of SLT
- Make a presentation in October
- Waiting on final audit before giving to the City Council
- Budget for the next year 2.705 mil. This year 2.702 mil. Very small increase.
- \$135,000 in contingencies.
- At the moment have \$192,000
- Still have Heavenly Holidays
- \$5,000-\$10,000 more to Civitas. We went over by about a month due to some City Council issues.

D. Updates on SLTTID Board Member Seats Up for Renewal in 2019

- 3 board member seats up for renewal
 - Rich Bodine
 - Doug Williams
 - Lisa Underwood
- New bylaws (to be approved at next meeting) denote 5 board seats without categories
- In the next month come out with the ballot and nomination form. Have to get out to all constituents.
- Have to look at the bylaws – top 3 vote getters?

2. Additional Updates/LTVA Updates

- Spring Loaded going ahead for year #3
- No dates yet
- Concert promoter bringing in a music festival during Spring Loaded at Heavenly
- Combination of Indoor and outdoor concerts
- No cost to LTVA just promotion
- Valerie Lomeli to reach out to partners
- Doug mentioned maybe we need to spend some money to seed an event if needed
- Winter/Spring Campaign has been approved by Marketing

- Objective is a little different, now increasing shoulder season and midweek stays
- Bill asked about S CA.
- Out of 441,150 \$22K to SF (social only), \$62K LA, \$195K Seattle and \$158K Houston
- No San Diego in Winter
- Rich Bodine mentioned Texas is a big ski and gaming market. It is going to take a couple years to change behavior from going to Colorado
- Bill Cottrill asked if United is offering any incentives. Reno is expensive
- 3 billboards in Houston (brand awareness). Seattle keeping it going (3rd year)
- Same creative
- Houston flight started in August
- Moved winter/spring campaign up 3 weeks to 2nd week in November. Going dark over Thanksgiving/Cyber Monday
- Bill Cottrill asked if they can give data before and after flight
- Tony Lyle mentioned need actual data room nights not just impressions
- Heavenly focusing on the drive market
- Expedia Co-op last fall and spring. In the fall co-op pay to play saw 130:1 ROI. 8,500 incremental bookings just from campaign.
- Rich Bodine commented last year with the fires might have skewed these numbers
- LTVA is getting smarter with data. Visa Vue, and nSight, looks/books. Look at DMAs and look at data and do something with it
- \$25,000 approved for an Expedia campaign this year. Line item: nSight DMA marketing
- Jerry Bindel asked if Duncan Channon has access to nSight data to make proposals on advertising. Yes
- LTVA has 2 state of the art Prism Cameras. 1 on top of 19 (Harveys) pointing to Tallac and 1 on roof of Boat House at Timber Cove looking toward the beach and Tallac. One of the most visited pages on the website
- Lodging properties can embed the Web Cam on their websites. They are there for you to use. Let us know if you need code
- The Ridge and Sierra at Tahoe have Cameras also
- In discussion with CA State Parks to put a camera at Emerald Bay. Years in the making. Has to be solar and 5G.
- The vault at Stateline digging up road. Meeting with NDOT and NV Power. Road construction starting on Monday, September 30th. Last 18 days Monday – Friday. 2 lanes going in each direction with multiple flaggers and shutting off lights.
- Doug Williams asked about marketing of Spring Loaded. Who is our market? How are we marketing? Tony to get back to Board. Last year drive market. No target marketing.
- Pink Heavenly Event, March 21, 2019 - this was last year's anchor event.
- Doug Williams asked about Heavenly Holidays. Not sure, depending on Heavenly's contribution.
- Can vote at next meeting. Need to put on the next agenda
- Last year TID spent \$65,000. LTVA has budgeted at \$60,000
- Assuming Heavenly Holidays is with Dreu Murin again. Need to make sure lights work for tree lighting!
- They found the tree already for this year. Hopefully more of a Christmas tree shape this time
- Dreu's Fall Ale Fest and Chicken Wing contest sold 920 cups at \$25/cup

G. Board Member Comments

- Lisa Underwood commented, Lake Tahoe Lodging is ceasing operations. Getting out of contracts (19 properties) not including Lakeland Village. Lisa picked up one property.
- Measure T litigation, city legally liable to defend. Lisa Underwood optimistic.
- Rich Bodine commented doesn't think Hotel Azure sale will go through.
- Jerry Bindel commented about the Event Center.
 - 2 votes away – TRPA and Douglas Co Bonding
 - All need to participate and speak if can on behalf of Event Center. Date TBD
- Jerry Bindel commented about the Recreation Center
 - City Council wanted to evaluate current building and check for lead, asbestos, etc and what ADA and earthquake updates are needed
 - Found lead and asbestos everywhere
 - Probably need to knock it down and start over
 - Council wants to save money to be able to spend in other places

- It will go back to Council for next steps
- Going to have approximately 10 mil on accounts next year
- Cost of Rec Center around \$30 mil. Probably bond for 20-25 mil.

H. Next Meeting

Next Meeting Date: Thursday, October 24, 2019

I. Adjournment

The meeting was adjourned at 2:03 pm.