

South Lake Tahoe Tourism Improvement District (SLTTID)
LTVA Small Conference Room
Board of Directors Meeting
1:00 pm, Thursday, October 24, 2019

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

C. Introduction of Guests & Staff

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

Guests: None.

D. Approval of Minutes of June 25, 2019 Meeting

A motion was made to approve the minutes of a previous meeting on June 25, 2019.

Moved: Rich Bodine

Seconded: Doug Williams

Approved: Unanimously

Approval of Minutes for the September 26, 2019 Meeting

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

Moved: Rich Bodine

Seconded: Doug Williams

Approved: Unanimously

E. Approval of Agenda

A motion was made to approve the agenda.

Moved: Doug Williams

Seconded: Rich Bodine

Approved: Unanimously

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

None

AGENDA

1. Financial Updates

Jerry Bindel went over the budget spreadsheet

- Through July, \$35,758 surplus to budget. \$208,795 in TID contingency fund. After TID Renewal process. Will have a request for funding coming through for \$60,000. Doug Williams commented we still have August coming. At some point we may want to consider what to do with that degree of funding.

Bill Cottrill provided a document on the SLTTID finances.

- September 25, 2019: Received \$346,001.63 from the city of SLT for July 2019.

- October 16, 2019: Re-deposited \$252,876.73 to LTVA. The amount was erroneously put back in the SLTIID account.
- October 16, 2019: transferred \$328,701.55 to LTVA. Balance after transfer at: \$209,947.14
- October 16, 2019: signed checks for: #3631, \$510.00 to Tahoe Tax & Accounting Services, for FYE 10.31.18 filing fee. #3632, \$5200 to Civitas. #3633, \$600 to Carson Valley Accounting. #3634, \$41.47 to Nevada News Group.

2. Discussion/Possible Action

A. SLTTID Renewal Letter Sent/Received

- Jerry Bindel commented he got a couple calls, Home Away and Invited Home. Asking about procedures, pre-bookings for December 2021.

B. SLTTID By Law Review and Approval

- Jordan Pittman with Civitas could not make the call today.
- Jordan Pittman's email [PDF](#)
 - Ad-Hoc committee can be formed as a nomination group and can be non-board members
 - Must be less than a Quorum of the Board (2 board members or less)
 - Brown Act must be followed if Members of the Community are on the Ad-Hoc Committee (noticing requirements mainly)
 - If only 2 Board Members and no members of the community, Brown Act does not need to be followed
 - Committee must be temporary only; cannot be a permanent committee
- Doug Williams commented about the difference between Statutory and non-Statutory. Most nonprofits are non-statutory. More flexible. The Board can change by-laws. If Statutory, you have to go to members to change anything.
- By Laws with changes [PDF](#)
 - Page 2 – The Corporation shall have five (5) Directors, who shall be unrelated persons. Each Director shall be an owner or representative of an assessed lodging or property management/timeshare business within the South Lake Tahoe Tourism Improvement District. Directors shall be elected by the Board. All Directors shall have equal voting weight for all elections of Directors. An effort shall be made to reach out to the lodging community for nominations. The initial Board of Directors shall have a staggered term. There shall be no term limits for Directors. Upon the expiration of each of these terms, all directors shall hold office for two years ending on **December 31** of the specified year. The Board may accept a resignation prior to filling that vacancy with a successor.
 - Page 3 - The Directors shall include representatives from lodging business properties and property management/timeshare properties that are paying into the tourism improvement district and who are interested in the promotion of tourism in the City of South Lake Tahoe.
 - Page 5 – Members to Board
 - Changed the date to Dec 31st. Removing categories of Directors and having board vote on Directors after community outreach
 - Doug Williams commented that he thinks the public will perceive these by-law changes as members losing their voting privileges. "Good-old-boys-club". Thinks originally when TID was formed, members thought they could vote.
 - Rich Bodine commented when Board seat terms are up they are posted. Anyone can run. Then the Board decides.
 - Every year the City can choose not to agree to the Annual Report. Already satisfied the LTVA Board Seat issue (edited LTVA By-Laws).
 - Reason for changing the by-laws was due to Legal counsel advising us to correct the incorrectly structured by-laws
 - TID Board can change up to 15% a year of LTVA's yearly budget.

- Doug thinks we make board policy to have a nominating committee, mail out to all members who put their interest in being on the board and vote.
- We don't have to have a nominating committee.
- Doug Williams thinks we should have a nominating committee, is worried about the perception.
- If no nominating committee, an email goes out to the Members of the TID stating seats open, then they vote.
- Discussion about making a Board Policy.
- Bill Cottrill wants to bring up at a Lodging Meeting, what is the perception of the TID Board.
- We do not want to open ourselves up for any chance of litigation. That is why we are doing what Legal Counsel advises.
- Bill Cottrill commented TID is 95% pass through to LTVA.
- Lisa Underwood commented if members had issues with the way the board handles things we would have heard something from them in the last 13 years.
- We will post updated by-laws on SLTTID Website
- Immediately go out to members
- Can vote for Directors at December 13th meeting

A motion was made to approve By Laws as outlined in Article 4 section 2, pages 2 and 3 as well as minor changes in section 3 and 4.

Moved: Bill Cottrill

Seconded: Lisa Underwood

Approved: 4 Approved

Opposed: 1 Opposed

Motion for Rich Bodine to continue to be Secretary

Moved: Jerry Bindel

Seconded: Bill Cottrill

Approved: Unanimously

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

- 3 board member seats up for renewal
 - Rich Bodine
 - Doug Williams
 - Lisa Underwood
- Jerry will get information to Anne to email out to members. 3 positions are open.
- All three current seat holders are still interested.

D. Request for funding: \$60,000 for Heavenly Holidays 2019

- Last year funding was initially \$50,000 then additional request for \$15,000
- New tree this year is 70 feet tall

Motion to approve \$60,000 for Heavenly Holidays 2019

Moved: Rich Bodine

Seconded: Bill Cottrill

Approved: Unanimously

2. Additional Updates/LTVA Updates

- Big Meeting in the conference room today is the TDVA interviewing for Construction Manager at Risk position. 3 Construction projects.

- Dates for your Calendar, Nov 20th TRPA and the big one, December 18th all hands on deck. Will confirm closer.
- Sports Illustrated Amgen coverage. Update after meeting, Amgen on Hiatus for 2020.
- American Century Celebrity Golf Tournament another record year attendance 61,000, 54,000 previously.
- Responsible Tourism efforts - Kind Traveler and Pledge for the Wild. Hard Rock and Edgewood so far on board for Kind Traveler. Initiative to collect a fee (\$10 per night) from people who book through KindTraveler.com and goes to Tahoe Fund. 48% of people prefer to go on vacation knowing they are doing good for destination. LTVA had to sign contract and pay for the destination to be considered. Now up to the individual properties. Pages on TahoeSouth.com. Pledge for the Wild concept, an app. Pledge \$1 for every hour people enjoy our resources. Text amount you want. Again, goes to Tahoe Fund. Will have posters and coasters for businesses.
- Marketing strategy to visit mid-week and shoulder season. Move away from the drive market.
- Chamber's Blue Ribbon Awards coming up Thursday, Nov 14th – Does the Board want to go? One ticket available for each Board Member.
- Tony Lyle handed out the LTVA Annual Report. [Available here](#)
- You probably received an email from Anne about the Visit California Renewal. For those of you who self-asses. We encourage you to vote. International visits are down, but California not seeing decline like other states. It is working. Market share is increasing. [More information here.](#)
- Tony played video of TID highlights, Carol will play for City Council and at Blue Ribbon Awards.
- We are in the midst of Fam Season (Familiarization Tours) We do not allow in July or August. Media and Travel Trade.
- Doug Williams asked about SnowGlobe. It is in the City's hands.
- Spring Loaded, March 9 – April 5. Third year. Valerie Lomeli will be updating on November lodging meeting. Everything still in the works. Possible music festival. Start marketing earlier. On website earlier.
- Sue Barton commented Celebrity Golf dates have been changed. Negotiations with NBC and partners. 2020 dates are as contracted.
- Would lose 45 NFL players if stuck with dates we originally wanted. 900 room nights are needed from local lodging.
 - 2020 date Tuesday, July 7-Sunday, July 12, 2020.
 - 2021 date Tuesday, July 6-Sunday, July 11, 2021
 - 2022 date Tuesday, July 5-Sunday, July 10, 2022. (Probably no public until Wednesday. Cannot turn the golf course quickly enough)
- Jerry Bindel commented is there any concern about less attendance being so close to the July 4th Holiday. Sue Barton said not even on NBC's radar. It is more about the PR value for NBC.
- Jerry Bindel commented about SnowGlobe. Hoping to negotiate midnight shut off time for this year. Concerned about future. Rumor SnowGlobe moving to Utah?
- Rich Bodine commented, Chad knows he won't find another venue in town. Thinks it is our last year.
- Sue Barton commented about change coming for Casino area with new El Dorado acquisition.
- Need to start thinking about alternative event. We give \$70,000 to SnowGlobe now. \$40,000 toward marketing and picked up \$30,000 City was paying.
- Businesses will be shocked how much SnowGlobe brought once it is no longer.
- Holiday Inn Minden fills up during SnowGlobe.
- Need to know sooner than later. Need plan B to implement if needed.

G. Board Member Comments

- Doug Williams commented Ted Gaines to come and talk at January Lodging meeting about Split Tax Rolls

- Lisa Underwood commented about the Soroptimist International of South Lake Tahoe Annual Evening of Food, Beer & Wine Tasting, Friday, November 1st
- El Dorado County Wineries still open for business during power outages.

H. Next Meeting

Next Meeting Date: Thursday, December 19, 2019 (3rd Thursday due to Christmas)

I. Adjournment

The meeting was adjourned at 2:40 pm.