

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**LTVA Small Conference Room**  
**Board of Directors Meeting**  
**1:00 pm, Thursday, December 19, 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, and Bill Cottrill.

**C. Introduction of Guests & Staff**

**Staff:** Carol Chaplin with the Lake Tahoe Visitors Authority and Anne Sutterfield, Minutes.

**Guests:** None.

**D. Approval of Agenda**

A motion was made to approve the agenda.

**Moved:**Doug Williams

**Seconded:** Rich Bodine

**Approved:** Unanimously

**E. Approval of Minutes**

A motion was made to approve the minutes of a previous meeting on October 24, 2019.

**Moved:**Doug Williams

**Seconded:** Rich Bodine

**Approved:** Unanimously

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

None

**AGENDA**

**1. Financial Updates**

Bill Cottrill went over the financials

- October 25, 2019: Received \$339,581.48 from the city of SLT for August 2019.
- October 28, 2019: Transferred \$322,602.41 to the LTVA. Contingency account balance after the transfer at \$220,574.54
- November 13, 2019: Received \$275,465.45 from the city of SLT for September 2019.
- November 20, 2019: Transferred \$261,692.18 to the LTVA. Contingency account balance after the transfer at \$234,337.27
- November 27, 2019: signed the following checks:
  - #3635, Civitas, \$1,784.91 for final payment.
  - #3636, LTVA, \$5,000.00 for Valhalla.
  - #3637, City of SLT, \$14,952.91 for credit cards fees.
  - #3638, Anne Sutterfield, \$150.00 for minutes.
- Current balance in contingency account \$212,436
- \$169,847 over budget. **PDF of Budget spreadsheet**
- Heavenly Holidays is still outstanding

## 2. Discussion/Possible Action

### A. Updates on SLTTID Board Member Seats Up For Renewal in 2019

- Rich Bodine
- Doug Williams
- Lisa Underwood
  - Bill received nothing to contest the board seats
  - Have put it out to the public
  - Through proclamation we do not have to vote on the three unopposed board members

### B. Request for Funding, Event Center Micro Transit Program, up to \$25,000/year – Carol

- Event Center is conditioned to provide Micro Transit service
- Role of LTVA/TID – DMOs are being called Destination Management Organization instead of Destination Marketing Organization.
- Get out of the drive market – more longer haul markets, drive longer stays more spend
- How do we sustain tourism in the community?
- If we could come to table with another \$100K funding for a Micro Transit program. How would that be viewed by the TRPA?
- Thoughts – does it set precedent?
- How to set a structure to protect LTVA/TID from funding requests coming out of the woodwork
- Specific to enhance Visitor Services
- Carol is bringing to TID Board, hopefully might be willing to fund \$25K per year
- \$50K LTVA, \$25K TID and \$25K STAR. Covering both sides of the Stateline.
- Need representation on TMA Board
- Discussion about TMA By-Laws and changing them
- Discussion about Chariot last year
- Jerry Bindel commented model after what Squaw Valley is doing with Downtowner Company. Mountaineer successful on the North Shore. Cost around \$700K for 6 months of service in Squaw/Alpine area. 81,000 passengers
- TRPA wants year round service
- LTVA/TDVA - visitor services is their primary responsibility
- Round Hill will have to pitch in due to expansion project
- Possible route, Lakeview Commons to Round Hill
- We send the message that we are coming to the table with another \$100K showing we are all in
- Have to get this figured out by March TRPA meeting we won't have a project
- Need to start digging May 1
- Once bonds approved. Start to pay interest on the bonds
- \$100K LTVA/TDVA/TID/STAR, \$400K Tahoe Douglas Transportation District (TDTD) plus Heavenly possibly, \$250K TDVA, Bob Hassett \$100K.
- Transit is going to make the difference
- Need to show stable funding
- A motion was made to approve the \$25,000, not to exceed the life of contract of the SLTTID (10 years)

**Moved:** Rich Bodine

**Seconded:** Bill Cottrill

**Approved:** Unanimously

### C. Additional Updates/LTVA Updates

- TRPA Governing Board Presentation on December 18th went well.

- Transit component very important, California Attorney General (AG) really hung up on it
- If we do not get California votes we risk litigation
- Need 5 votes from the Host state and 5 from California.
- Need to convince E. Clement Shute Jr is swing vote.
- Need unanimous vote to keep AG out of it.
- Loop Road update:
  - Main Street Management group met last month. Presented 3-4 concepts configuration bike/transit lanes. January they come back with deeper look at architecture.
  - Frank Rush City of SLT came up with new re-alignment that would reduce the amount of parcels needed to take out of Rocky Point area. Closer to Crescent V area. Now Tammy Wallace is on board.
- Houston Campaign launched. Direct daily flights from Houston with United. Will have more to talk about in February about that.
- Airport expansion still on track. Studies going on to keeping the car rental facilities at the Airport instead of offsite, expanding to add 700 private parking spaces and a remodel of ticket counter area. Replaced all passenger bridges on concourse C.
- Christmas plan to have all employees park at the Sure Inn hotel nearby and shuttled.

**G. Board Member Comments**

- SnowGlobe not a sell out so far
  - Have until June to determine if they come back
  - Probably come down to noise again
  - Hotel Becket still has rooms in the SnowGlobe block
- Next month Lodging Association Meeting will have Ted Gaines, CA Board of Equalization, to speak about split tax roll Property assessed at market rate.
  - Gary Casteel said it would increase his tax base 4x. His tenants' rents will go up.
  - Need 50% vote for it to pass.

**H. Next Meeting**

Next Meeting Date: Thursday, February 27, 2019

**I. Adjournment**

The meeting was adjourned at 2:10 pm.