

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**LTVA Small Conference Room**  
**Board of Directors Meeting**  
**1:00 pm, Thursday, February 20, 2020**

**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 Lisa Underwood.

**C. Introduction of Guests & Staff**

**Staff:** Sue Barton, Tony Lyle and 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 from Previous Meeting

**Moved:**Rich Bodine

**Seconded:** Doug Williams

**Approved:** Unanimously

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

None

**AGENDA**

**1. Financial Updates**

Jerry Bindel went over the financials **PDF of Budget Spreadsheet**

- Checks paid since December 2019 SLTTID Meeting
  - \$60,000 2/19/2020 LTVA (Heavenly Holidays) Jerry commented that the LTVA check was delayed in being cashed. Sue commented she will follow up with Katharine.
  - \$47.66 1/28/20 Nevada News Group
  - \$37.67 12/30/19 Nevada News Group
- Difference to budget. New world of pacing down to budget. 9.2% in October and 3.4% in November.
- Doug commented is this budget based on last year's income. Yes.
- October a little more concerning than November.
- February and March are concerning due to weather.
- Doug commented, what happens when budget is down like this? Carol commented budget is approved as is. LTVA builds budget with a cushion. Also have reserves outside of the budget. If LTVA saw a significant down trend we would re-project and reduce our expenses. Amgen is not happening and it was budgeted for \$300,000. President of AEG talking to Visit CA and State about event. They lose several million per year on the Race.

## 2. Discussion/Possible Action

### A. Updates/ LTVA Updates

- Sue commented LTVA has invested in data sources to be smarter when making decisions and now feel really comfortable in what we are getting.
- How can we help with forecasting? Destimetrics over \$40,000 to get off the ground. When we did Destimetrics in 2009 only 2 properties ended up reporting.
- Smith Travel, had movement now dropped off. Seven Seas dropped off. Sue will follow up with them.
- Carol commented big picture scale, this conversation cycles. Challenge is to get consistent data month over month and year over year. At some point there has to be a commitment to report.
- Sue commented that people would report if they could see the value. Smith Travel Report is no expense to them. The LTVA pays. They just have to report.
- Tony – we did not have much data, we subscribed to VisaVue through discount program with Visit California. Extremely valuable, probably the most valuable data we get. We know who is here, where they are from and what they spend their money on. We can query the data in any way we want. DMA in US and by Country internationally. Get data on a quarterly basis.
- EMC Research Company collates and layers data, looks at trends and reports back. This is all looking back.
- Also through Visit California, we subscribe to nSight. They work with individual hotels and DMOs. nSight looks at travelers online searches (looks) and conversions (books). They have a database of over 100 billion data points looking at 100 million travelers daily, online on over 5,000 websites around the world. Looking at what they are searching and booking. nSight data is used by Smith Travel and US Travel Assoc. to create their travel barometer. **nSight Monthly Report PDF** shows our destination looks and books. 60 day demand colors and symbols. Color green is search up from same day of previous year. Yellow search is 5% or less below same day of previous year. Red search is more than 5% below same day of previous year. Symbols are up, down or on pace.
  - Sue commented is it the day of the week or the day? Looking at the date they want to travel.
  - Jerry commented step back from the day and look at overall trend for the month
  - We need to create demand to increase searches and ultimately bookings
  - Rich asked if our comp set is only in California. Will have to find out.
  - This year line item in budget to do display ads and search against this data. \$25,000. Decided on Expedia for first trial. Hitting people in New York.
  - Tony commented not only impressions, but ROI, we want to see how many incremental dollars we can get for our spend.
  - Jerry commented that San Francisco/ San Jose data is not in the nSight report. Are they not searching? Tony will follow up.
  - Lisa commented can you break down data to get VHR vs hotels? Will look into it.
  - Doug commented we can also reach out to Expedia or Airbnb for VHR vs hotels data.
  - Personas – demographics of people. Recommendations of what personas to go after. Taylor your message **PDF of how to act on the nSight data**
  - Discussion about weather and lack of snow, beach visitors.
  - Doug asked do we do anything on social media? Social Media strategy is to get people to go to the website, inspire to come. App doing great.
  - Doug asked if this information sharable. Yes. VisaVue is not sharable. This is not on the website at the moment. Could do a password protect mode.
- Demand for the future – forecasting.
- People have to report to get data. We have 16 reporting properties **participating properties PDF**. Has been 18-19, lost Super 8, Lakeland Village. All properties are in the City of SLT properties and Edgewood.
- Doug commented 6-8 new properties, need to reach out to them.

- Smith Travel 35 minute webinar, condensed down to 6 minutes, <https://str.zoom.us/recording/share/Rz0w1bBgSlclI4jVMOFrValdpIIEaaQQVTIk8MCFe8ywlumeKZiMw>
  - We pay about \$1,000 for the 18 month report.
  - No properties are providing forward data.
  - Jerry commented Jan/Feb/Mar will probably not be as accurate as past due to not taking into account the weather and lack of snow.
  - They look at all kinds of things, price of gas, consumer index, etc.
  - Accuracy: Forecast for Occupancy, Jan 50%, actual was 49.9% ADR forecast \$134.70 actual was \$135.14 Rev Par forecast was \$67.30 actual came in at \$67.40.
  - **Occupancy/ADR/Rev PAR for next 18 months PDF.** When we get actuals we will put them in.
  - We get these reports quarterly due to trends take time to show up and accuracy.
  - Rev PAR - We lose Labor Day this year in August.
  - Smith Travel does have a Casino Model. Harrah's & Harveys do report under Caesars Entertainment. We think we could get local Hard Rock Paragon and Lakeside Inn to report. No one entity can have 70% of the rooms. H/HV is considered one entity. We could add a new track with all existing reporters and any casinos that would report. Wait to see what happens when El Dorado becomes Caesars.
  - This data includes 2 years of Edgewood data. In the beginning str did not believe their numbers because their ADR was so high. Now they understand.
  - Jerry commented last page of **str report - Rev PAR cycle** is fantastic.
  - Need to increase market share from somewhere else. How? Where?
  - VisaVue data will show actual spend by DMA
  - Jerry commented fantastic information, how do we package to get it out to constituency? Only people who participate? This might get more people to report.
  - Important that Lodging knows about this information. nSight/EMC research presents at board level and people don't get it. Maybe we need to analyze it and make a recommendation.
  - Jerry Commented maybe LTVA to be on calls and executive summarize with recommendation. If properties want more data, need to report. Quarterly once we receive data.
  - Doug and Sue to collaborate about a hit list/target list. Another lodging meeting on this and explain how to use for budgeting, etc.
  - Reporting is what happened in the past. That does not affect what will happen.
  - Rich commented same 10 people come to Lodging meetings.
  - Tony commented we have all this great data, and forward looking tools. People don't understand what they should do with this information.
  - Lisa Underwood commented on how interesting the personas information is. Can we can share? Yes.
  - Investors looking to bring business need this information.
  - Jerry commented what can we do with this information. LTVA Champions putting executive summaries together then Advertising/Marketing firm get together and strategize, make decisions and report back to Marketing Committee quarterly to decide if we are on the right track and how we need to change.
  - Possibly a new Executive summary one page report - Top half looking back and second half looking forward.
  - Carol commented potentially a new strategy with Duncan Channon. How we budget.
  - Jerry commented we should make this information available – password protected. And email reminding people when new info is available.
  - Tony commented we have monthly and quarterly reports. Need take-aways in report.
  - Carol commented another opportunity, seeing June and July just barely up. Opportunity to adjust rate. We can't tell you to do that, but you can see and respond to that.
- Lisa updated on Measure T Lawsuit

- April 10<sup>th</sup> goes to court. Will be heard by a judge if it will go to trial or throw it out. A decision will be made whether constitutional or not.
  - Jerry commented what is the worst case scenario if ruled against? Appeal?
  - When do they say you have to stop? Permits won't renew in January 2021.
  - Incredibly expensive.
  - Could drag out with a stay on entire Measure T and have business as usual for like 3 years. Renew current permits but no new permits.
- Doug asked Lisa if she can come to Lodging Board meeting Thurs. Feb. 27<sup>th</sup> to fill everyone in. Lisa cannot talk about everything, but will say she will ask Lodging for funds. Also will be going out to the community for more cash. Self-funding so far Tahoe Keys Resort alone \$20,000 so far since November.
- Expedia/VRBO national brands initially put in a lot, not so much anymore. More local support. Needs to be more grass roots.
- Carol updated on the Event Center
  - Environmental Assessment (EA) was released in January. Document was available to review in its entirety.
  - League did not sit down at the table and let them know about their concerns prior. Said everything was ok with EA. Got ambushed basically.
  - Came down to if we went in Feb for approval we would be in litigation by March.
  - New additions for approval for the project. Micro transit issue is what they are leveraging. They want year round transit. Have gone back and done peer reviews. They are showing that we will add to Vehicle Miles Traveled (VMT) and justification for asking for more transit.
  - Trying to bolster transit system to work year round. Negotiating. Have to have baseline data on parking in the core + area. They want us to count cars from Raley's to this building, Tues and Sat, two times a day and every concert night throughout the summer in all the parking places. Still negotiating.
  - Now pushed to March.
  - Probably could get unanimous approval from the TRPA, if not unanimous, the no votes will come from California side of Board. That will trigger the California Attorney General's office to file a lawsuit. If we go into a lawsuit, project stops and will not start again.
  - Going before Douglas County Commissioners for the Bond issuance meeting, Thursday, Feb 27, 1:30 pm, finance presentation down to the penny what the RDA will produce over next 30 years and our ability to finance with bond. Anticipating a fairly large negative audience. Public comment prior to the meeting. Show up and give comment on the front end. 1:45-2:00 pm timeframe. Due to the presentation only, it sets them up to come at us in March 19<sup>th</sup>.
  - March 19<sup>th</sup> Bond issuance approval for Douglas County, conditioned on the TRPA Approval on March 25<sup>th</sup>
  - Conditions of approval will be different. Compliance much more strict. If you are not reducing VMTs, not complying, what will you do to reach that?
    - Previous condition of approval included a seasonal micro-transit project with no less than 30 min headways. Now asking for year round micro-transit no less than 15 min headways.
    - Car counting – how many parking spaces are being filled? Are we reducing the amount of cars? There is a formula for VMT.
  - Need to get a realistic budget from Downtowner (currently operating at Squaw Valley)
  - Heavenly has agreed to take a look at how to contribute. Tom Fortune has really stepped up.
  - Per Year: 25K TID, 50K LTVA, 60K Bob Hassett to go to Round Hill Pines.
  - Hoping the City comes in with \$ Brook Laine has said they will.
  - Looking at if we can we legally tack on some kind of transportation fee for tickets and attendance.

- TRPA has agreed to extend grading period past Oct 15<sup>th</sup> – moved construction contract from May to June date. Cannot start project if it is in statues of limitations period.
- Rich asked why the CA Attorney General is involved in NV project. Has to be approved by a Federal Agency, which the governor has appointees on.
- Only need 4 CA votes because it is a NV project.
- CA doesn't want to go to go to war on this. Last time went to war on NV project almost blew up TRPA completely. Have a little bit of leverage. Playing the game – like used car.
- Mike Frye did a spreadsheet that shows by quarter how many people are in the destination, based on estimate of event attendees, who is likely to ride transit 80% down to 20% potential of non-attendees riding transit 2,000 vs like 104. We are providing transit way past what we are required to do. This is the key point year round transit.
- Event Center budget is over a million a year.
- No risk to Douglas County. TDVA is issuing the bonds not Douglas County.
- Sales Tax is where Douglas County will win.
- May be additional money for additional projects like a new fire station.

**G. Board Member Comments**

- None

**H. Next Meeting**

Next Meeting Date: Thursday, April 23, 2020

**I. Adjournment**

The meeting was adjourned at 2:53 pm.