

South Lake Tahoe Tourism Improvement District (SLTTID)
Special Board of Directors Meeting
1:00 pm, Thursday, August 6, 2020
Virtual Zoom Call

A. Call to Order

The meeting was called to order at 1:02 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: Tony Lyle, Sue Barton, Stuart Maas 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: Bill Cottrill

Approved: Unanimously

E. Approval of Minutes

A motion was made to approve the minutes for the April 6th and June 25th Meeting.

Moved:Doug Williams

Seconded: Bill Cottrill

Approved: Unanimously

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

None

AGENDA

1. Financial Updates

Bill Cottrill commented and sent over the financials. [2020 budget update spreadsheet](#)

- March 23, 2020: Received \$239,094.51 from the city of SLT for January 2020.
- April 6, 2020: Committed \$10K per SLTTID board vote to go to needy family's food program. The \$10K given to Raley's and will be administered in conjunction with a few teachers in the LTUSD.
- April 17, 2020: Transferred \$227,139.78 to the LTVA. Contingency account balance after the transfer at \$181,639.85.
- May 5, 2020: Received \$220,547.90 from the city of SLT for February 2020.
- May 8, 2020: Transferred \$209,520.51 to the LTVA. Contingency account balance after the transfer at \$192,670.40.
- Check #3642: \$98.17 To:
- Check #3643: \$10,000.00 To: Raleys for Food Program
- May 15, 2020: Check #3644: \$724.00 To: Fromarc Insurance for D & O Insurance
- July 6, 2020: Check #3645: \$44.97 To: 3 months of Zoom, JB reimbursed.
- May 19, 2020: Received \$106,207.25 from the city of SLT for March 2020.

- May 28, 2020: Transferred \$100,896.89 to LTVA. Contingency account balance after the transfer at \$197,239.76.
- June 17, 2020: Received \$12,288.99 from the city of SLT for April.
- July 20, 2020: Received \$12,013.00 from the city of SLT for May. The amount reflects a correction due to some funds incorrectly received in April that were labeled as TID funds. The overage was subtracted from May to produce the \$12,013 amount.
- July 22, 2020: Transferred \$11,412.35 (May) to LTVA. TID balance after the transfer at: \$210,054.35
- July 23, 2020: Transferred \$11,674.54 (April) to LTVA. TID balance after the transfer at: \$198,364.82

2. Discussion/Possible Action

A. Discussion and Possible Action Regarding Heavenly Holidays 2020 (Carol/Sue/Tony)

- Mike Frye to look at what kind of activities could be passive.
- Not going to have large gatherings.
- Need COVID compliance with sanitizing, etc.
- Heavenly is a major contributor to the event and they are struggling how to open safely. They are hesitant to commit.
- Wanted to bring to this Board to pursue or let go. Need to decide by September. Not sure if vendors will be available.
- Bill Cottrill commented it would be great to still have an event. Find the last possible date to opt-out. Find things that don't involve touch.
- Carol commented fireworks have to be scheduled 90 days out. Don't know how to schedule fireworks when you know thousands of people will gather.
- Rich commented it would be a shame to lose it.
- Doug commented hope for the best, plan for the worst. Maybe scale down. Safer without music.
- Bill commented consider a scaled-down event with no fireworks. It would be nice to have some semblance of a celebration.
- Jerry commented has Vail made a decision yet? Carol, no. Tom Fortune is non-committal. Safety of people in the Village and being up to Vail standards. Jerry, Tree symbol is good. A tree-lighting ceremony might not be good. Already have lights. Characters walking around? Need to give Dreu guidance.
- Carol commented anything that has a scheduled time is probably out. We want people to keep moving. Wanted to see what appetite the board had. Will continue to look at alternatives.
- Doug commented have Dreu think about it and do a presentation for the Board.
- Sue commented extra contribution last year went for lights and decorations. Dreu has identified a tree. Costs involved for the tree and transportation. Padma responsibility?
- Discussion about running the Gondola in winter..
- Doug commented on previous contributions, \$60K TID, \$60K TDVA and \$60K Heavenly.
- TDVA has \$50K in the current budget to contribute
- Carol commented Dreu needs to know by mid-October.
- Carol went down the list of previous year's events:
 - World Map with pin - no
 - Santa Paws Yappy Hour - maybe
 - Breakfast with Santa - maybe
 - Rail Jam - no
 - Santa Crawl - no
 - S'more - no
 - Ice Sculpting - maybe
 - Face painting - no
 - Video game trailer - no

Santa Photo Globe - maybe

Live entertainment - no

Ski/Board movie - no

- Jerry commented probably no gatherings and singing. We don't have to make a decision right now.
- Rich commented he doesn't know if restaurants will be open once cold weather hits. Once restaurants close, possibly less visitation? Need to plan something. People will come if not under a non-essential travel ban.
- Jerry commented good to hear the tree is going forward. Will be good to know what Vail chooses and what they will contribute. Will need a price on the tree.
- Discussion about Padma responsibility for tree. Jerry commented if needed could divide the costs with Padma, Vail, TID, TDVA to be easier on everyone.

B. Discussion and Possible Action Regarding Valhalla Tahoe SLTTID Grant \$5000.00 (Attachment)

Valhalla Tahoe has received a \$5000 yearly grant from SLTTID for the past few years, for support of visitor services and programming. This year, Valhalla Tahoe was forced to close down due to California COVID restrictions on events/weddings/gatherings but is still responsible for visitor trash/refuse collection and costs of pickup by South Tahoe Refuse. Total costs estimated for this service are at the \$5000 mark, including 5 days per week x 2 hours per day of trash collection, and \$339/pickup from South Tahoe Refuse x 2 times per month. This \$5000 grant will allow trash collection to continue through the fall and into spring depending on the weather.

- Michelle, Exec Director temporarily moved to the midwest.
- They are completely shut down. Not doing weddings which is their main funding.
- Visitors leaving trash on the side when the bear box is full and burying trash in the sand.
- The Forest Service does not have enough staff to help.
- Bring to board see if there is appetite for the \$5K normal donation go to trash removal for next couple months
- Rich thinks it is wisely spent money. Serious issue right now.
- Doug commented people on Social media planning clean-ups.
- Stuart commented that Michelle has been very anti-LTVA on social.
- Jerry will reach out to discuss with Michelle.
- Discussion about social media and community hitting LTVA hard about marketing to bring people.
- Stuart responded to the nay-sayers on social media and for now we are good. LTVA is not marketing, except TripAdvisor and Expedia.
- Bill commented he doesn't think we should be paying for garbage pickup.
- Rich asked how long \$5K would last? Maybe \$2,500 would be enough to get through this season and possibly revisit in the spring.
- Jerry commented \$5k would get them through spring until Weddings start up and revenues start coming in. \$2,500 would probably just get through Fall if that.
- Doug asked if they have approached El Dorado County to get some CARES Act money.
- Jerry commented they are looking for grants.
- Doug commented if grants come in they could come back if can't get any other money.

A motion was made to donate \$2,500 to Valhalla

Moved: Rich Bodine

Seconded: Doug Williams

Approved: All, except Bill Cottrill opposed

- Jerry commented if they don't get other funds/grants they can come back to TID.
- Sue asked if the money will run through the LTVA? Typically TID doesn't contribute directly to organizations. LTVA budget has a line item in place.

- Carol commented not sure LTVA should be contributing to trash pickup.
- Sue commented previously it was for marketing. Non-marketing paid direct and not through LTVA.
- Jerry commented was there a stipulation on what \$5K donation was specifically for?
- Carol commented they would provide a report that showed what money was used for.
- Sue commented it was implied to help them with marketing.

C. Discussion regarding Resilience Fund Tahoe and Interest in Presentation at Future TID Meeting ([Attachment](#))

- Funding source through a grant or a loan. Investment for local biz who apply for business money. Started in Truckee area. Team analyzes loans yes or no based on business model. Vetting process.
- Now in the Tahoe region. City of SLT contributed \$100K grant toward resilience fund.
- Freshies Restaurant was the first to receive money for refurb and open outdoor dining.
- They will continue to attract funds. Donations or loans from funding source to distribute to out to business in the tourism community for repayment.
- Is there an appetite from this board to hear more?
- Some applying businesses are hotels. Restaurants also. Some will not get in the first round.
- Have an opportunity, would we be interested in a loan to be paid back in 5 years. 1% interest to go to local organizations.
- Rich commented sound like an awesome idea, but is it our place to give them money? How much are they looking for? Would we be able to make a dent?
- Bill commented thinks we should get our attorney involved as it is different from what we were set up to do. Not sure if it is legal for us to do.
- Carol commented this group will probably hit up the ACC Grant Fund. Maybe wait and see how that goes.
- Jerry commented what can we use contingency funds for? Need to find out if allowed.
- Bill commented there is a difference between giving money to survive and money for marketing.
- Jerry to reach out to Civitas. If yes, would the board consider a donation or as a loan over 5 years with 1% interest?
- Bill commented this gets into a sticky area now becoming a loan organization. Not sold on it right now.
- Doug commented might need to hold on to our money. Don't know what the future holds. Kind of divided.
- Rich commented. Once we know if it is legal, make a determination. How much makes a difference? \$10K or \$100K?
- Doug commented looks like more of a grant if it doesn't get paid back.
- Jerry commented not a guaranteed pay back.
- Rich asked what is in contingency. \$198K probably going to need money for other stuff.
- Discussion about what is the LTVA spending.
- Agreement of bringing back to the Board once we know if it is allowed. Will be good to know how wide latitude to use contingency funds.

D. Other Updates.

- Carol commented about a call today with CalTrans about the Echo Summit project, September 13-October 7. One-way traffic for a week beginning September 13, then closed and redirected September 18 through October 2. Will report back.
- Carol updated the group on the Events Center.
 - Working on document to go to TDVA Board in September

- Hope to be on with bond sales to close by end of December to beat Douglas County Commissioners
- Carol commented Tahoe Township hotel revenue in July will exceed last year.
- Doug updated the group on VHRs and Measure T
 - Waiting on the Judge. If ruling goes against there will be an appeal. Probably take a month for final ruling.
 - If goes to appeal they will get an injunction against Measure T.
 - No more renewals issued after January 1, 2021.
 - There were issues with people not paying permits on time, etc to the City. 36 permits in 2 month period were dropped.
 - Ban would go into effect December 31, 2021.
 - During the appeal, the injunction permits up to 1400. Permits would be issued like no measure until the appeal process is extinguished.
- Doug is running for City Council! Luca Genaci also running. Todd White is Doug's campaign manager. Doug decided to run when Black Lives Matter people tried to defund the police.
- [Article on all the candidates in SouthTahoeNow](#)
- Looks like Brooke Laine and Jason Collins are not running.
- Doug tried to get Ted Kennedy to run, but he is too busy.
- Good luck Doug!

H. Next Meeting

Next Meeting Date: Thursday, August 27, 2020 (regularly scheduled, subject to change)

I. Adjournment

The meeting was adjourned at 2:10 pm.