

**South Lake Tahoe Tourism Improvement District (SLTTID)  
In-Person with a Zoom option, Board of Directors Meeting  
LTVA Conference Room at Stateline, NV  
1:00 pm, Thursday, December 16, 2021**

**A. Call to Order**

The meeting was called to order at 1:03 pm by Board Chairman Jerry Bindel.

**B. Roll Call**

**Board members present** Jerry Bindel, Doug Williams

**Board members (on phone)**, Rich Bodine, Lisa Underwood and Bill Cottrill

**C. Introduction of Guests & Staff**

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

**D. Approval of previous meeting minutes**

A motion was made to approve the previous meeting minutes.

**Moved:** Doug Williams

**Seconded:** Bill Cottrill

**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. Discussion/Possible Action

### A. Financial Statement Review of SLTID Activity

#### • TID Activity

- Link to Budget Spreadsheet [PDF](#)
- Bill commented have had a number of deposits since October. Great July. LTVA received over \$377,000.
- Cutting checks for monthly zoom meetings.
- Received August on September 16<sup>th</sup>. September got transferred on the 24<sup>th</sup>.
- Balance after transfers \$100,000.
- August transfer, extra \$11,641 to go to LTVA TID Lodging Projects to keep the balance at \$100,000.
- September transfer extra \$6,686 to TID Projects line item.
- Balance of almost \$20,000 from August and September into the LTVA TID Projects line item.
- Last meeting decided anything over \$100,000 in contingency fund would go to the LTVA TID Projects. Projects vetted by Marketing. Example, event comes to LTVA and they ask if TID would like to fund.
- Current \$100,000 balance is after paying for Heavenly Holidays.
- Sue commented LTVA already took out \$84,500 from the initial surplus on Oct 6<sup>th</sup>.
- Year end fiscal year 2021, ended just over \$3 million. Surplus of \$346,524. 12.9% over budget.
- Bill commented that is with half of January being closed, fire and smoke issues.
- What will the VHR contraction will do to numbers?
- Bill commented is lodging getting a bump due to not as many VHRs?
- Lisa commented there are still VHRs. End of December will be the last permits. Still have those operating in the Tourist Core. 30+ day rentals do not get taxed.

### B. Election of SLTID Board, 2-year terms (2022-2024)

- Had a November 30<sup>th</sup> deadline. On November 30<sup>th</sup> Lisa and Doug submitted applications. Then heard from 2 people who missed the deadline. Rich and Jodie. Bill had not received anything from Jodie. Jerry reached out to Jodie. She was still interested. Jerry responded that he would find out if it was too late. Eventually allowed both to apply even though past deadline.
- In all transparency, was this an acceptable way to handle?
- Board is allowed to elect a third.
- Doug commented is it in the by-laws to have a cut off date? No just allow for an open process and to encourage people to apply.
- Rich will leave his comments out since he was a late applicant.
- Bill commented we are always looking for people to apply, let them all in.
- Lisa agrees. It is a fair process.
- Let them all apply and then the board will vote.
- Doug agrees.
- Four Nominees
  - Rich Bodine, Hotel Azure, [Application](#)
  - Doug Williams, Cedar Pines Resort, [Application](#)
  - Lisa Underwood, Tahoe Keys Resort, [Application](#)
  - Jodie Guttrich, Grand Residence Club and Marriott's Timber Lodge, [Application](#)
- Lisa, Rich and Bill (on zoom) email to Bill and Jerry
- Doug (in person) will use paper ballot.
- Discussion?

- Jodie may not understand how TID funding works. She may think we have staff. It is a volunteer organization.
- Question has Jodie been at any meetings?
- Doug invited Jodie 6 months or so to come. Never made it.
- Bill will tally votes. Jerry texted Bill his and Doug's vote.
- Discussion about big bump with business from all the snow.
- Discussion about power outages.
- **Rich, Lisa and Doug retain their seats. Congratulations.**
- Will wait to appoint officers at the next meeting.

## 2. Other Updates

- LTVA Updates, Tony Lyle, Carol Chaplin and Sue Barton
  - Carol - Events center has lost 17 days due to the fire and smoke. 5 days lost from rain in May. 2-3 days lost from the first snow in October and now 2 more days from snow, Anticipated opening was January 6<sup>th</sup> opening. Probably closer to February now. Once steel goes up, they will go inside. Issued RFP for chairs, refrigeration, kitchen equipment, low voltage. Planning on second week in January to celebrate first truss going up. Now probably first week in February. A PR event. Spectra management company is merging with Oak View Group. Really happy about the merger. Even stronger company now. Spectra GM, Kevin went to CalSAE with some LTVA staff and community partners. Attendees: Kris Keesling with Lake Tahoe Resort Hotel, from LTVA, Juraj, Kevin GM, from Spectra, Drew from the Landing (was at the Beach Retreat), Ashley from the Coachman, Kelsey from Clearly Tahoe and Katie from the Ridge. Plus, some other South Shore people that had their own booths.
  - Tony – Marketing. We are in the midst of our Clearly campaign, running in Sacramento, San Francisco, Los Angeles, Las Vegas and Seattle. It is performing really well. Kudos to Noble. They look at the performance of the ads and tweak on a dime. At the same time, we continue our brand health and strategy exercise. Hope to have reports in January.
  - Heavenly Holidays. Continuing our partnership. Dreu has been great. New video from Tyler Rich inviting people to come to town and his show. Also, video from Gin Blossoms. In addition to posting on the website, we are sharing on all our social channels. Intertwining with our snow message. Website traffic has gone through the roof, especially the Web Cam page.
  - Operation Sierra Storm is coming back, January 9-12<sup>th</sup>. Strong group of people coming. Jim Cantore is coming back, he is a big hit for us. Hoping to get shots in from of the Events Center.
- SLTTID Annual Report Presentation to City of South Lake Tahoe, 10/19/2021
  - Carol, Jerry & Tony tag teamed. Great job. Great presentation. Council only had a few clarifying questions. Very well received. Have to do this each year, and each year worry about how they might not be happy. They have not had any issues with us yet.

## 3. Board Member Comments

- Kevin, GM Spectra to present at the January Lodging meeting.
- Doug commented about the Brown Law and how they have to do training on the Planning Commission. Maybe SLTTID should do training also.
- Jerry does it with Parks and Rec., SLTTID did non conflict certification, LTVA Board did ethics training.
- Doug to ask Heather if we can piggy-back with the City for Brown Law certification.

- If Board members gather and have a quorum, and not talking TID business do not have to have a posted Board Meeting.

**4. Public Comment** (Non-Agenda Items, 5-Minute Limit)  
None.

**5. Adjournment**  
**The meeting was adjourned at 1:43 pm.**