

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**Board of Directors Meeting**  
**1:00 pm, Thursday, March 25, 2021**  
**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. Lisa Underwood was unable to join, working her front desk.

**C. Introduction of Guests & Staff**

Sue Barton and Carol Chaplin with the Lake Tahoe Visitors Authority. Jude Wood, Boys and Girls Club. Anne Sutterfield Minutes.

**D. Approval of previous meeting minutes**

A motion was made to approve the previous meeting minutes.

**Moved:** Rich Bodine  
**Seconded:** Bill Cottrill  
**Approved:** Unanimously

**E. Approval of Agenda**

A motion was made to approve the Agenda.

**Moved:** Bill Cottrill  
**Seconded:** Rich Bodine  
**Approved:** Unanimously

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

None

**AGENDA**

**1. Discussion/Possible Action**

**A. SLTTID Bank Balances and Budget/Actual Report**

- [Link to Budget/Actual Report](#)
- Bill commented not a lot of financial activity. Last was December \$100k.
- Down in December, \$120k actuals. 75k deficit to budget.
- Through December 2020 still in surplus to budget, \$48,606.63.
- Contingency account balance in US Bank now \$233,848.20.
- Anticipating February, March and beyond to be strong.

**B. Presentation: Jude Wood, Boys and Girls Club**

- Jude reached out to Jerry a few months ago about new building for Boys and Girls Club. Need financial contributions. Boys and Girls Club important to allow lodging employees to have child care before or after school.
- Jude shared a presentation, link to it [here](#).
- Jude has been talking to the community for 5 years.
- Name of Capital Campaign: Building Bright Futures.

- Club founded 30 years ago, August 1st
- Lease half of the old Al Tahoe School from Lake Tahoe Unified School District.
- Hoping for space in new Rec Center in addition
- New Elevated online school is moving in and they have been asked to leave by July 1<sup>st</sup>
- School district has given land, 50 year lease, also able to use kitchen and gymnasium.
- Received a \$3 mil donation from Lisa Maloff, Angel of Tahoe.
- Building it environmentally friendly, cost effective way. Safe, secure and easy to maintain.
- Can do in person tours now if you want.
- Greater square footage, more programs, S.T.E.M. dedicated room.
- Broke ground last June.
- Tom Hain – Hain Construction not charging contractor fee (\$500k) charging at cost for the building.
- Steve Morales – also giving all time and expertise completely for free (\$350k)
- All subcontractors are local except a couple.
- Raised \$2 mil in one year (during pandemic)
- Already had 3.5 mil, .5 mil from the Park Family from 25 years ago.
- Now have \$5.5 mil raised. Only need \$1.1 mil to finish building.
- Mike Leeper with Lucky Beaver donated \$50k, Ian Seabright with MacDuffs donated \$50k, Embarc Cannabis Dispensary donated \$50k, Tahoe Green Cannabis Dispensary donated \$25k, and Jeff Tillman with Tahoe Refuse donated over \$100k.
- In final push now. If no break in funding, will be in building in October. (Need \$150k to finish drywall right now).
- This is the only affordable child care.
- Would love a donation from TID.
- Doing pledges over 5 years. Jude was first person to make a pledge.
- Possibly support in reaching out to other organizations.
- To be on donor wall \$5k per year over 5 years = \$25k.
- Also have room naming rights available. Starts at \$50k and \$10k per year over 5 years.
- Question: How many families served?
  - Pre COVID, 800 individuals a year
  - 320 kids per day
  - Equivalent to Magnet School size
  - At one point, 70 on wait list pre-COVID
- Starting in October, but have to be out by July. If everything goes to plan, will have occupancy permits last week in September. There will not be a break in service. Doing a bit of push-back. Will probably have some shared usage for a while.
- Question: How many Kids will be able to accommodate with the new building?
  - Exact number to be determined by the Fire Marshall.
- *(Interruption from unwanted zoom guests)*
- Hoping to open up in Zephyr Cove in the next 5 years.
- Jude will be presenting at the next SLTLA, (Lodging Association) meeting on April 8<sup>th</sup>
- If you want a tour let Jude know.
- Doug asked about ongoing campaign for Bond issues.
  - No bonds for non-profits
- Jude got a \$1 mil loan amazingly interest free!
- Will take pledges and get another loan. Need money now to finish.
- Jerry will take a tour.
- Discussion about presentation.
  - Boys and Girls Club hugely important part of community. 41% of clientele lodging based, parents work in lodging industry.
  - Does this organization have the appetite to fund some?
  - Bill commented, definitely.

- SLTLA, Lodging Association has less of an appetite, funds limited, political costs.
- Bill commented with new amended by-laws, can we donate?
- Jerry commented TID funds have to directly impact lodging community.
- Maybe check with Attorneys.
- Jerry to check with Attorneys before next meeting.
- What kind of funding?
- Bill commented, thinks we need to make an impact. Rich agrees.
- Doug asked about readjusting budget.
- 95% is allocated to specific programs, LTVA administers, marketing, advertising, staffing, PR, events. Will probably have to come from contingency.
- How much is the contingency expected to increase from increase in TID?
- Bill commented it is always at 5% will need to do a little math. Based on what we collect.
- Carol commented, need to look at reduction in VHRs over the next year.
- Jerry commented contingency fund budgeted to bring in \$123k a year under the 2020/21 budget. Decreased a bit for COVID. Thinking 25% decrease from VHRs.
- Still have Lakeland Village, Zalanta, and Gondola Vista.
- Now have \$223k in contingency account as of 18<sup>th</sup> of March. Not spending money on anything at the moment.
- What number are we thinking? One-time \$50k, right now?
- Will vote on a number in another meeting.
- Bringing in an average of \$5k per month to contingency fund. Some months better than others.
- Sounds like the consensus is for a one-time \$50k amount. Jerry will check with the attorneys to see if acceptable.
- This is a little less than we gave to Heavenly Holidays that we did not use this last year. Also, \$60k was earmarked for SnowGlobe in the past.
- No action to be taken at this time.

## 2. Board Seat Elections: 2-Year Term 2021-2023 Confirmed (Bill Cottrill/Jerry Bindel)

- No other people put their hat in the ring so Bill and Jerry are on for another 2 years.
- Nomination of Officers will be put off until next month. Nominations based on by-laws.
  - Chairman
  - Vice Chairman
  - Secretary
  - Treasurer

## 3. Other Updates

- Update of SLTTID Raley's Grocery Bag Program
  - It is still going on. Nothing coming in from The Lodging community, but there are from Unified school district.
  - Balance \$5,200. Spent \$4,800.
  - LTUSD using to distribute to families.
  - Successful program. A lot of positive reinforcement.
- Update on Vacation Rental Industry Report from Dean Runyan Travel
  - Lisa could not make it today.
  - Doug on committee. They haven't been holding regular meetings. Will find out for next meeting.
  - Vacation rental permits are starting to drop off, per Lisa Underwood.
  - Collective being formed, rent for 3 months and share.
  - People buying fractional ownership of properties.
  - Probably going to lose about 80 vacation homes a month.
  - People are renting monthly, which we do not see any money from monthlies.
  - Still waiting on the appeal in court.
  - If the 30 day rental becomes popular may have to revisit ballot measure.
  - Purpose built condos in commercial zones. Planning commission approved 6 units at the Y, 3 low-income housing projects going in. Close to 350-400 units.
  - 22 at mid-town, 75-80 units at the top of Ski Run corner of pioneer and ski run, 248 units, studios to 3 bedrooms, \$500-\$1,600 month. Threshold for family of 4 \$68k or less, studio \$40k or less.
- LTVA Updates, Sue Barton
  - Ongoing initiatives in owned and earned channels.
  - Paid starts April 5<sup>th</sup>. Will monitor and pull back if needed.
  - Email only San Francisco
  - Targeting Southern CA, Texas
  - Airport going after Charlotte, American Airlines non-stop to Reno
  - Attempting to execute American Century Championship with limited spectators
  - Planning to sell reduced amount of tickets to public online.
  - No paid spectators on Tuesday. Practice rounds and the LTVA Celebrity Amateur.
  - No gate sales and no lodging packaging offered this year.
  - Offering Military plus one guest. 100 per day, so 200 total per day.
  - \$30 per ticket each day Weds-Sun. No season passes.
  - Looking at about half of what the normal gate would be. Probably just over 30k.
  - Requires permits and approvals.
  - In State of NV jurisdictions are being turned over to counties as of May 1<sup>st</sup>. Douglas County hopefully will be able to approve.
  - All of this can change.
  - Concert series, losing a lot of opportunities, Kenny Chesney delayed until 2022. Looking at doing concerts late July-August. Possibly extend through September. They need capacity to book. Need 6-7K tickets sells.
  - Vaccine requirements? Legally cannot.
  - Tickets will be high-demand. Hoping for May 17<sup>th</sup> to open ticket sales. Need permit before start selling.

- Event Center moving along well. Bonding successful. Have awarded a management contract to Spectra. 5 year contract to operate event center. Everything on inside, some sales and marketing, event booking and sponsorship. Naming rights, VIP areas, and visuals. Hoping for construction to end December 2022, open January 2023. Will be back at it as soon as allowed to move earth.

**G. Board Member Comments**

- Doug commented, thinks we will go to orange tier next Tuesday. Expects Governor to readjust tiers in the next 2 weeks. Once 4 mil at-risk get vaccinated. Have done 3 mil at-risk.
- Orange is 50% capacity restaurants, movies and more.
- Next meeting? Jerry to find out legality. Talk to Jude about immediate need. Then get back to everyone.

**H. Adjournment**

The meeting was adjourned at 2:18 pm.