

South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting
1:00 pm, Thursday, May 6, 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 Lisa Underwood.

C. Introduction of Guests & Staff

Carol Chaplin 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: Rich Bodine

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. Boys and Girls Club Sponsorship

- [Link to Sponsorship Agreement with the Tahoe Improvement District.](#)
- Jerry commented that we entertained a request from Jude Wood with a donation of \$50K building new facility for children of many workers of lodging and support for day care/ after school.
- Board asked Jerry to talk to Civitas to find out if legal.
- Civitas said we need to structure it a little different. Okay to sponsor a room in the new facility. We are marketing improvement district by having our name on the room. Need to Lump into larger sponsorship opportunity, Tahoe Brewfest. Brewfest brings Tourists and helps Tourism improvement.
- We become a premier sponsor of Brewfest and get a branded room.
- Provide room naming rights on a room in the Club building. The room will be agreed upon following discussion between TID and BGCLT on which room will provide the best visibility for TID.
- List 'The Tahoe Improvement District' on the donor wall in the building reception area where it will be seen by all users, staff and volunteers of the Club (app. 500 people a day).
- Make TID a principle sponsor of the Tahoe Brewfest* for a period of 5 years and include TID and the TID logo on the Brewfest website, all posters, social media and, if provided with a banner by TID, will display that banner at the event. At the last Brewfest, over 4500 were in attendance and 80% were tourists to the region.
- Continue to provide out of school childcare for school aged children, including but not limited to, of employees in the tourism, leisure and recreation industry.
- Lisa commented at first she thought it was a little off-mission, but gets it now.
- Doug asked how far they have gotten on fundraising. Not sure.
- Possible date for Brewfest late August or mid-September.

A motion was made to give \$50,000 to the Boys and Girls Club for programs listed in [handout](#).

Moved: Rich Bodine
Seconded: Doug Williams
Approved: Unanimously

B. Valhalla Tahoe: \$5,000 Yearly Grant Request

- Grant request for the current fiscal that we didn't spend yet. Sue point this out. We still have the outstanding potential grant. Valhalla starting outdoor concerts, with proper protocol.
- Have donated \$5K for a number of years.
- TID fiscal ends in October. LTVA fiscal ends in June.
- We give the money to the LTVA. LTVA gives to Valhalla. LTVA has not given anything yet.
- Did not do HV Holidays, or Spring Loaded.
- Did not do a grant for summer 2020, due to Valhalla being closed. Goes toward their marketing campaign.
- Will put another \$5K in the budget for next June.

A motion was made to give \$5,000 in June to Valhalla Tahoe for promoting things that are opening.

Moved: Rich Bodine
Seconded: Lisa Underwood
Approved: Unanimously

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 was put off from last meeting due to the zoom bomb/outside interruption. Nominations based on by-laws.
 - Chairman
 - Vice Chairman
 - Secretary
 - Treasurer
- New by-laws identify a new board seat for a Vice Chairman.
- Chairman is Jerry Bindel
- Secretary is Rich Bodine
- Treasurer is Bill Cottrill
- Need to assign titles
- 5 board members. We eliminated representing specific categories in lodging.
- 4 get assigned officer positions.
- Next year we have elections for Rich, Doug & Lisa. Re-nominate officers each year.
- We can keep current and identify vice chair or change everything around.
- Terms for next elections for Rich, Doug & Lisa, 2022-24 and Jerry and Bill, 2021-23.
- Jerry happy to stay in the Chairman Role. No one else wants to put their hat in the ring for Chairman.
- Doug nominates Lisa for Vice Chairman.

A motion was made to make Jerry Bindel Chairman, Lisa Underwood Vice Chairman, Rich Bodine Secretary and Bill Cottrill Treasurer.

Moved: Doug Williams
Seconded: Rich Bodine
Approved: Unanimously

3. Other Updates

- Update on Vacation Rental Industry Report from Dean Runyan Travel
 - Lisa reached out to Josh for an update. Josh met with them on Friday.
 - Group was getting discrepancies on permit numbers and lost permit numbers.
 - Study is complete and will have by end of next week. Will distribute to TID Board.
 - Had meeting Monday with Supervisors Hidahl and Thomas. There may be a good possibility county will move to a 300-500 ft. barrier between VHRs.
 - Question on how to decide who gets to keep permit. People are grandfathered in until sell or permit gets taken away.
 - Lisa commented will have a devaluation of real estate. Already have a 900 cap in place. It seems they are most worried about the quality of the neighborhood. Concerns trumping economics and good business sense.
 - Doug commented VHRs are not being sold to locals, mostly second home pool.
 - People buying fractional ownership of properties.
 - Jerry commented at least 3 of his employees are getting kicked out of their houses due to house being sold. Will be a significant change in the ways we get employees going to get more and more challenging.
 - Lisa commented is there a way to force more discussion about the building of workforce housing?

- Doug commented Sugar Pine 240 units, studios, \$500 to 3BD, \$1,600. City gave close to a \$mil. Most of funding coming from State and local housing funds. STUPUD had cut sewer connection fees in half. Talking about increasing again.
 - Jerry commented about the ruling the Coastal Commission from the Santa Barbara area, turned down restrictions on VHRs due to not allowing coastal access to lower income people.
 - Lisa commented not sure applicable to our case. If sentiment carries, could definitely be in our favor.
 - Case is proceeding to appellate level.
 - Doug commented this ruling was actually the Court of Appeals, bigger than Coastal Commission.
- LTVA Updates, Carol Chaplin
 - We launched a Spring/Summer campaign. Will go dark in July.
 - American Century Championship is on schedule with limited spectators. Limited amount of tickets go on sale May 17 online and a small allocation of tickets to sell at the 5 regional Raley's.
 - Question about daily attendance. Limited attendance. Tournament not releasing numbers. No spectators on Tuesday.
 - TDVA will take up Fireworks subject on their May 19th Board Meeting. General feeling is that we will not have fireworks.
 - General sentiment around the lake is not supporting fireworks. Land managers for Forest Service anticipating overwhelmed situation again this year.
 - Conversations around the Lake, better support, infrastructure, tourism, residents. What is the right thing to do? How does it drive additional business, when business is already almost too good?
 - Money in budget for fireworks could be used for something else to bring people.
 - Will budget for it again next year.
 - Welcome to participate in TDVA Board meeting on May 19th
 - Doug asked about LTVA Budget
 - LTVA Board will see big buckets on May 13th meeting
 - Doug asked, how much increase will we see with \$1 TID increase? A lot of different factors at play, VHR contraction, pandemic spike, etc.
 - Estimating \$300K to just over \$3 mil for TID Budget. Best guesstimate. Pretty good solid number. Still has to go to the Board for approval.
 - Rich commented they are so far ahead for September and even October.
 - Doug asked if LTVA saw a spike in reserves like TID did.
 - LTVA put off a lot of expenses. Did not have visitor services, events. Did still do American Century last year. Nevada side collections were crazy also. NV side looking at TOT not a flat fee. Very strong. Rates were very high.
 - TDVA meeting will be zoom. State budget meeting precedes regular meeting. Like 7 minutes. Will be back to in person as of June meeting.
 - Next week General Lodging meeting, Thursday, May 13th 9:30 AM. Will Jerry be able to talk Rec Center and Carol talk LTVA? Events Center, plans for marketing, any output for board projections.
 - Event Center moving along well. Will continue until December 2022. Chopping up asphalt now. Already receiving inquiries for convention bookings.

H. **Adjournment**

The meeting was adjourned at 1:52 pm.