

South Lake Tahoe Tourism Improvement District (SLTTID)
In-Person Board of Directors Meeting
Forest Suites Resort Sierra Meeting Room
1:00 pm, Thursday, July 28, 2022

A. Call to Order

The meeting was called to order at 1:00 pm by Board Chairman Jerry Bindel. Quorum established.

B. Roll Call

Board members present Jerry Bindel, Forest Suites, Rich Bodine, Hotel Azure, Bill Cottrill, Lake Tahoe Resort Hotel, Lisa Underwood, Tahoe Keys Resort, Doug Williams, Cedar Pines Resort, Jodie Guttrich, Marriott Grand Residence, and Timber Lodge, Kathleen Mason, Holiday Inn Express, Rachel Thayer, Beach Retreat & Lodge at Tahoe, and Shachar Birendorf, Washoe Lodge

C. Introduction of Guests & Staff

Staff: Carol Chaplin, Sue Barton, Tony Lyle, Juraj Sojka, and Anne Sutterfield with the Lake Tahoe Visitors Authority

D. Approval of May 9, 2022 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: Jodie Guttrich

Seconded: Rich Bodine

Approved: Unanimously

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

None.

AGENDA

- **Discussion/Possible Action**

- **Treasurer's Report**

- Bill reported on June up until now.
- Transferred \$205,469.93 for April on June 27th
- Transfer on June 26th for May, \$173,212.39
- For a balance of \$88,634.35
- Below our \$100k threshold
- Big ticket items had to cover in May, credit card charges, \$16,496. Some small checks were written in June.
- Credit card fees are fees paid on an annual basis for all those who pay the City via credit card. City asked 4-5 years ago.
- Doug commented he is seeing under-budget numbers for February through May, trending down.
- Jerry referred to the [budget spreadsheet](#). We started the year positively, October and November. December started down, and February started to go negative, but we are still over budget for the fiscal year by \$54,000.
- [SLTTID Newsletter](#) had updates about what is going on. The hotels/motels are up a little, with VHRs being down double digits due to the ban on VHRs in the city outside the tourist zone.
- February and March lacked snow.
- April and May probably gas and inflationary prices likely affected numbers.
- Still up 3% for the year on SLTTID budget.
- Doug commented that this is a worrying trend. June numbers will probably be down also. The report from LTVA shows occupancy numbers down 15% and ADR is up.
- Jerry commented slowly eating away surplus. \$54,622 surplus.
- Will give this report at every meeting. Monies transferred, etc.

- **Nomination of Officers of the Board (to expire end of 2023)**

- Every year we nominate officers based on bylaws, Chair, Vice Chair, etc.
- Open up nominations for these four.
- **Chairman**
- **Vice Chairman**
- **Treasurer**
- **Secretary**
- Doug Williams would like to be Chair.
- Lisa Underwood nominated Jerry Bindel. Jerry accepted.
- Doug wants to be sure SLTTID is being transparent. When he went out to talk to people they had concerns about transparency. Minutes, agenda, sent out for both LTVA Marketing and Board. Would like to see changes to the budget. More events. More clarity on things that come up with the LTVA and what their Board is voting on.
- Shachar commented, more events? Doug: Other cities like Park City and Mammoth, N Shore have a lot more events, N Shore has Spartan event, Park City almost every weekend have events.

- Jerry thanked Lisa for the nomination. He has been Chair since its inception in 2006. LTVA is the expert organization we utilize for services as is stated in MOU. The Chairman ensures we do proper minutes, agendas, and yearly reviews with the City of South Lake Tahoe. Proper year-end tax return. Proper procedures that are required by law to be legal. Consistent event lineup. Will do more. This board voted to add more funding beyond the required 13% for special events. This board is a volunteer board. LTVA staff and the marketing advisory committee are the experts. They vet and contract out for the events. Jerry would love to take the new board another year as the chair, then possibly hand over to the vice chair. Make a smooth transition hoping the vice chair will be willing to transition to the chair position.
- Doug commented, point of order, terms will not work unless we change the bylaws. Would be over the 2-year span.
- Jerry commented that bylaws state expiration dates are at the end of the year. exact bylaw wording is - *The initial Board of Directors shall have a staggered term. There shall be no term limits for Directors. Upon the expiration of each of these terms, all directors shall hold office for two years ending December 31 of the specified year. The Board may accept a resignation prior to filling that vacancy with a successor.*
- We told membership we would have staggered terms.
- Bylaws page 2, section 2 in the middle.
- Continued discussion.
- Jerry commented will bring to Mr. Lambert, Civitas legal representative.
- Will draw for the terms once we elect officers.
- Rachel had a question for Jerry, how do you propose transparency, keep everyone well informed, everyone on the same playing field?
- Jerry responded, we have had the information available on website, budget, actuals, etc. just have not pushed out to the individual properties. TID quarterly newsletter and eblasts more than quarterly. Get out to members and actively show them where to find the information. Rather not do paper rather do online. If needed can do paper. Exception would be the yearly report to the City. We should put that out in paper form.
- Board members were instructed to vote for the new chairman by writing down the name on a piece of paper and giving it to Rich (secretary).
- Chairman Results: 6 votes for Jerry Bindel and 3 votes for Doug Williams.
- Nominations for Vice Chair?
- Jerry would like to nominate Rachel Thayer for Vice Chair. He has a lot of respect for Rachel. She has a lot of responsibility, a large property. All encompassing knowledge of sales, marketing and operations.
- No other nominations. Rachel accepts the nomination.
- Nominations for Treasurer?
- Rich nominates Bill Cottrill. Been doing since 2013 extremely knowledgeable.
- Doug nominates Kathleen Mason. She declined.
- Nominations for Secretary?
- Kathleen asked what does the Secretary do? Rich responded, take notes when Anne not available.
- Rich has nominated himself for Secretary.
- Kathleen Mason thinks can add more than note taking. Thinks she can add to the TID.
- Rich Bodine has been Secretary since 2014, used to take notes. Anne does a much better job. Will have more to do, with a much bigger board. Signed bylaws, etc.
- Bill Cottrill collected votes.
- Secretary Results: 7 votes for Rich Bodine and 2 votes for Kathleen Mason.
- **Expiration of Terms**
 - **Four Board Members 1-Year Term (to expire end of 2023)**
 - **Five Board Members 2-Year Term (to expire end of 2024)**
 - Board members picked from a bowl of nine papers reflecting the above terms.

- Kathleen Mason expires 2024
 - Jodie Guttrich expires 2023
 - Doug Williams expires 2024
 - Rachel Thayer expires 2023
 - Shachar Birendorf expires 2023
 - Lisa Underwood expires 2023
 - Rich Bodine expires 2024
 - Bill Cottrill expires 2024
 - Jerry Bindel expires 2024
 - Lisa, Shachar, Rachel and Jodie we will hold an election at the end of 2023 for your seats.
 - Doug is proposing we change the election date to June. Ask the lawyers.
 - Jerry commented doesn't want to have to go out to membership so soon again.
 - Lisa commented let's get the opinion of the lawyer.
- **Future Meetings: Date and Time Coordination with Board**
 - 4th Thursday, every other month is what it has been.
 - Each board member agreed this works for them.
 - There will be times when won't be able to make it due to vacation, etc.
 - Doug asked can it be the Third Thursday? Otherwise falls on Thanksgiving.
 - Will adjust for Holidays.
 - Everyone agreed on the 4th Thursday, every other month.
 - Next scheduled meeting will be Thursday, September 22nd. 1:00 pm. If we want, we can do it again here at Forest Suites.
 - Discussion about virtual/remote meetings. Have to post where you will be and have to be in a public place where someone could come to where you are.
- **Overview of SLTTID Budget to LTVA for LTVA FY 2023 Budget**
 - Sue Barton went over the following:
 - [FY23 LTVA Budget Pie Chart PDF](#)
 - TID anticipates contribution to LTVA of \$2,728,187
 - Compared to TDVA contribution, TDVA (NV Partner) has a funding agreement which anticipates \$2,853,197. The SLTTID comes through as a percentage of numbers. They are very similar numbers.
 - Jodie asked what the total LTVA budget was? Sue: anticipated 7.4 Million with other revenue sources and pass throughs.
 - SLTTID fiscal year is October 1 through September 30 and LTVA fiscal year is July 1 through June 30. TID has to go by the City's fiscal year.
 - [FY23 Budget to LTVA PDF](#)
 - Doug asked when is the lease up? 2024. Carol commented the lease is held by the TDVA. Separate from the 2.8 million we get from TDVA they also pay the rent for our building. Do you have to pay rent in the Event Center? Not expected at this time.
 - TID Administration & Operations 9% - \$261,114
 - LTVA FY23 Budget \$738,172 for Admin and Ops includes:
 - Allocated salaries & benefits
 - Audit & professional services
 - Staff training & executive T&E
 - Liability insurance & legal
 - Building/office overhead, including moving & storage
 - Industry association membership dues & fees
 - TID Marketing, Sales, Advertising & Promotions 63% - \$1,827,796
 - LTVA Budget \$4,489,019 includes:
 - Allocated salaries & benefits
 - Research & strategic planning \$222,260 (discussion about Smith Travel and data

reporting hoping for more of a forward look, showing intent and bookings.) Working on it in this next fiscal. Everyone receives the Zartico Monthly report that comes emailed from mona the fox. Also on LTVA.org under <https://ltva.org/industry/data-statistics/>

Video & photography

Digital agency SEO/SEM \$345,000

Integrated marketing services/creative & production

Net media \$1.5 million

Sales & meetings conferences & travel

International contracts & outreach \$135,000

- Juraj to reach out to Shachar to go over Smith Travel.
 - Doug asked about sending out the Zartico Report to membership.
 - Jerry commented when the Zartico information comes out we will send an email out to membership showing where to find it.
 - Shacar asked who determines data and how do they get it? Tony: Everything publicly available and free. City, Douglas County, etc. Hundreds of data sets. TSA, weather, open table, credit cards (Visa Vue and Affinity), cell phone data, Smith Travel, and lots more. Visitors swipe and we get categories of where they are spending their money. Where they live, etc. We can query any way we want. Create dashboards.
 - Jerry commented that we are really good with the past. Where are we with the future 1-3-6 months out? How do we get future pacing numbers? Need to know the need periods.
 - Tony commented there are some companies out there that get future data. Another way is to scrape OTAs. Looking for something a little more reliable.
 - Shachar asked what would we do with the information?
 - Tony, it is reacting to what the pipeline is saying. Booking window, midweek vs weekend, certain markets soft. Alter our message and media buy. We are primarily digital first so able to change easily.
 - Shachar asked about KPIs - Key Performance Indicators. Tony: Dollars, room nights.
 - Tony Commented LTVA Board approved a line item in the budget for the forward looking process.
 - Internationally we are in the UK, England, China, Australia, India and back into Germany. Also, France with our affiliation with High Sierra.
 - TID Special Events 13% - \$377,164
 - LTVA budget \$1,958,356 includes:
 - Allocated salaries & benefits
 - Heavenly Holidays & event opportunities
 - Professional services
 - Video & photography related to events
 - American Century Championship & associated pass-throughs
(Amateur won this year so whole \$125k prize money will go into pot to go to non-profits)
- Doug commented LTVA did not pay for Heavenly Holidays last year, 2021. Money came out of the TID reserve account. Where is the additional over a \$100k excess left over? What are we using it for? Sue: Allocated salaries & benefits, Professional services, Video & photography related to events and event opportunities. We have no carry overs in our budget. excess goes to retained earnings. Doesn't carry over. Jerry commented 1.9 mil in budget for special events. if doesn't come to fruition they can be used for something the next year or the following year. Like in the past, Amgen, NHL event (\$250k), Modern Family, etc. This year budgeted \$80 for HV Holidays (TID and LTVA), Event Opp \$300k, not yet identified. Plan to do some events not sure what they are, etc. Doug commented if decide want to fund something next year, can we hold some over for next year? We work on accrual bookkeeping. No carry over. Carries over into a reserve account. Budget the following year with the additional funds. Jerry

commented the TID has its own fund for special events. Bring idea to TID board, LTVA staff bring to Marketing and they vet. TID hires the LTVA as the experts.

- TID Visitor Information Services 5% - \$145,063
- LTVA Budget \$205,749 includes:
 - Allocated salaries & benefits
 - Year-round operation & overhead at Explore Tahoe, Heavenly Village. Lease from the City. (Nevada visitor center closed)
 - Tahoe South App
 - Destination webcams
 - Basin-wide Ambassador program
- TID Communications & Public Relations 4% - \$116,051
- LTVA Budget \$367,235 includes:
 - Allocated salaries & benefits
 - PR agency of record
 - Operation Sierra Storm
 - Media hosting & digital influencers
- Doug asked about changing no more than 15% of the budget. As stated in bylaws pg. 8 under the pie chart:
 - *The SLTTID board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the SLTTID, any and all assessment funds may be used for the costs of defending the SLTTID.*
 - *Each budget category includes all costs related to providing that service, in accordance with Generally Accepted Accounting Procedures (GAAP). For example, the sales and marketing budget includes the cost of staff time dedicated to overseeing and implementing the sales and marketing program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories, as appropriate in accordance with GAAP. The staffing levels necessary to provide the services below will be determined by the SLTTDC on an as- needed basis.*
- Sue commented we allocate funds earmarked by TID.
- Jerry commented in 2019 we changed the event allocation from 10% to 13% but never exercised on a year to year basis. We have always used the actual plan, that is what we present to the membership.
- Jerry commented that in the future want to be able to see the LTVA budget before it is approved. To be able to sync. This year we were unable due to the TID board not getting seated yet. Carol commented that this needs to take place by April.
- Jerry asked about our photography. Barberstock platform. He would like to push it out to members. Tony: Have to respect the licensing agreement. Promoting Lake Tahoe is OK. When someone from a commercial type company wants to use pictures doesn't work with usage agreements. Carol commented we have done lifestyle shoots that tell the story of why you would want to come to Tahoe.
- [TID Funds to LTVA for Future Projects PDF](#)
- **Overview of Important SLTTID Documents**
 - SLTTID Important Information [PDF](#)
 - Who does stuff for the TID. No paid staff, except Anne does minutes. Tahoe Tax Accounting, Kathleen Brown does financial and year end review in May/June and Broker Fromarc Insurance, Justine Anderson.
 - Management District Plan [PDF](#)
 - By Laws [PDF](#)
 - Tell us how meetings and voting occurs
 - MOU with LTVA & TDVA [PDF](#)

- SSTMA Microtransit Service Agreement [PDF](#)
 - Fund \$25k per year. [Lake Link](#) that just started last week. Free. App based. Should have had cards dropped at your properties.
 - Coverage base of Kingsbury to the College.
 - Many funding partners.
 - [Toolbox](#), with info, logos, etc. if you want to add to your websites.
 - Doug commented he thought when originally approved only one year. Jerry: minutes show approved for every year. Board can always choose not to fund. Wonderful service for guests and employees. Doug commented that his guests won't be using it. Carol commented there are 19 funding partners now with a \$600k budget. First year needs \$900k plus. Hope gets so much use to be able to expand in year 2. Doug commented that he heard the Events Center will add to their ticket price to help pay for the shuttle? Carol confirmed will add \$3 per attendee, per event, not per day, to help fund Lake Link shuttle service. Ticketmaster will actually add to make \$4, with \$1 going toward monitoring vehicle miles traveled requirement.
 - Doug asked, has this already been paid? Jerry: Yes.
 - Lisa asked if the insurance is a blanket policy as it applies to the Board? Jerry: Great question, will get with Broker and find out.
 - Question, what does the insurance cover? Jerry: Covers if we make a decision and based on the decision someone sues us. Lisa commented that she has seen volunteer boards that have been sued.
 - [Website](#) and [Quarterly Newsletter](#)
 - Any questions on any of these documents please reach out to Jerry.
 - Jodie asked about the difference in rates between hotel/motel and timeshare. Jerry: Originally based on size. Hotel/motel is a smaller hotel room. Timeshare condos larger up to 5-bedrooms. Assumption of higher revenue rates for larger units. Doug commented about smaller hotels complaining about dollar amount vs a percentage. Discussion about taxes on occupied rooms vs owner occupied rooms for Jodie/Marriott.

- **Other Items**
 - SLTTID Yearly Grants and Approval
 - Heavenly Holidays \$65,000, at the discretion of this Board. Have not voted on this year's event yet. Doug commented should make a decision now and then have Dreu come present. Last year \$80k to Hv Holidays, \$65k plus extra for another headliner to make \$80k.

 - **Doug Williams made a motion to allocate \$65k for the December 2022 Heavenly Holidays Event. With a presentation at our next meeting.**
 - **Seconded:** Rich Bodine
 - **Approved:** Unanimously

 - Valhalla Tahoe \$5,000, In the past have given Valhalla money to help promote events, concerts, theater, etc. Statement from Michelle, Valhalla: 5 outdoor concerts, higher attendance than ever. 777 tickets sold. 2,000 people attended.
 - Jodie asked about the history of the \$5k. Done this for many years, always \$5k. Any desire to increase the amount? Jerry is the treasurer on the Valhalla Board. Weddings have been phenomenal this year, which has helped. They would graciously accept more money, not a requirement.

- Doug asked how to get more ticket buyers/our guests above 45% currently being used? What can they do to market more to the hotels? They take brochures around in the beginning of Summer. They do social media, etc. Maybe go back to the Valhalla board to ask for more outreach to the properties to get above the 45%. Jerry will communicate back to the Valhalla Board.
 - Jerry commented, maybe allocate additional funds to go to pr/marketing, print advertising? \$1k?
 - Jodie commented, approve \$5k today and get in touch with them and find out how much they need additionally? Next SLTTID meeting vote on additional.
 - Valhalla fiscal is a normal calendar year. This \$5k goes to this year. Typically pay in June.
 - Jerry will go back to the next Valhalla board to let them know there is an interest in additional funding posters/brochures for members, etc. for next year. Give a number, what they need for approval at the next SLTTID meeting.
 - Doug commented that maybe approve in November so it is in next fiscal year.
- **Doug Williams made a motion to allocate \$5k for Valhalla. Along with request for them to come up with a marketing plan for additional funds.**
 - **Seconded:** Jodie Guttrich
 - **Approved:** Unanimously

- Big Blue Music Festival Recap (Tony Lyle)
 - [Presentation PDF](#)
 - SLTTID approved \$100k.
 - Staff went through the RFP process for the event producer. On Course Events and Dreu Murin Productions won the joint RFP. Created Big Blue Music and Brews Festival.
 - Produced in a couple months.
 - Idea to create a vibe around town.
 - 17 venues, 47 artists, 60 performances and only 8 weeks to prep.
 - Lots of PR touchpoints. They had their own social platforms and we amplified.
 - We had special paid search funds allocated in the LTVA budget.
 - Lots of coverage (see presentation)
 - Had a MOPO event app specifically for the event. Very successful.
 - LTVA and production companies had photographers and videographers to be able to market future events.
 - Headliners were at Lakeview Commons and the Heavenly Village.
 - Venues from Camp Richardson, midtown to Heavenly Village.
 - Opportunity to grow, more venues, more performances.
 - Question about changing the dates. Probably not on a holiday weekend. Also other competitive events like Bottle Rock in Napa.
 - Does an event drive visitation or enhance a stay?
 - Jodie commented they don't need help over a holiday weekend.
 - Overall the board wants to do it again. Need to come up with a date.
 - Carol commented we need to give them more time to produce. Maybe have them come back with date options. She is thinking June.
 - Have to consider timing of other events. CUFA- June and September, Rock Tahoe, etc.
 - Jerry commented do we want to go out for RFP again?
 - Rich commented kind of have to. Makes sense to get at least a couple RFPs.
 - Jerry commented maybe do a longer term, like 3 years, for the producer.
 - Dreu was thinking a September date.
- SLTTID Special Projects Fund (Sue Barton)
 - Starting Oct of 2021, SLTTID Board decided to only keep \$100k in the operating account.
 - Additional funds over and above that would be transferred to the LTVA.
 - Additional funds would be delineated separately from funding amount, (95%).
 - Any excess would be transferred to LTVA. Designated for future projects. That is how the Big Blue Event came about.
 - Currently \$95,250.50 balance.
 - [SLTTID deposits to LTVA - to be held for Future Projects PDF](#)
 - \$80k spent on Heavenly Holidays.
 - Paid Dreu Murin for Big Blue. There was a \$13k credit for when Heavenly Holiday headliner canceled due to COVID. Replaced with a lesser act. Deducted from payment. Paid Dreu \$87k.
 - Just approved \$5k for Valhalla that will come out of this account. Also approved \$65k which will come out of this account. Special earmarked allocated money. Separate from regular funding.
 - Entirely up to the board to continue to transfer funds.
 - Rich commented on the context of the decision to transfer money. Bill's idea. The money was just sitting in account not doing anything. No reason for SLTTID to sit on over \$200k.
 - if all goes according to budget we should have \$139k per year that goes into this account.

- Jodie asked about any interest being paid on this money? Bill commented, yes, very little. Sue: Post pandemic LTVA is going into some investment accounts. 6 and 12 month CDs. Money is being held by LTVA. Jodie: Does interest go back to the LTVA? Yes, back to LTVA. There isn't a way to separate it out. Jerry, LTVA takes a chunk of money and locks away in CDs to get 2-3%. Bill commented could set up a separate account, but not a lot of money. Like \$.60 cents. As interest gets better, maybe look into doing a separate account.
- Doug commented he is confused, he thought Heavenly Holidays did not come out of this special project account. Sue: Once started transferring money, now earmarked for in this special account.
- Discussion about a line item titled Events TBD in LTVA Budget. During covid did not call it Heavenly Holidays. If we didn't spend on Heavenly Holidays, we couldn't spend it on anything else per auditor because it had its own line item in the budget. So it went under Events TBD.
- Doug commented, \$70k of anticipated yearly \$139k is already earmarked each year. So have approximately \$60k left for other events.
- Jerry commented, now you have this \$100k Big Blue Event.
- Sue commented that LTVA should contribute to Big Blue so it would encompass the Nevada side. Question about TDVA funding, their money needs to go to the Events Center. Jerry commented, maybe 50/50 split, and possibly some money from event opportunities.

- Public Comment - none.

H. Adjournment

Jodie moved to adjourn the meeting. Jerry Seconded. The meeting was adjourned at 3:05 pm.