

South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting
1:00 pm, Thursday, July 22, 2021
Virtual Zoom Call

A. Call to Order

The meeting was called to order at 1:01 pm by Board Chairman Jerry Bindel.

B. Roll Call

Board members present Jerry Bindel, Doug Williams, Rich Bodine,
Lisa Underwood and Bill Cottrill

C. Introduction of Guests & Staff

Carol Chaplin and Sue Barton with the Lake Tahoe Visitors Authority. Dreu Murin. Anne Sutterfield Minutes.

D. Approval of previous meeting minutes

A motion was made to approve the previous meeting minutes.

Moved: Rich Bodine

Seconded: Doug Williams

Approved: Unanimously

E. Approval of Agenda

A motion was made to approve the Agenda.

Jerry commented there is one item to have board consider adding to the agenda. A legal document that Civitas forwarded for executive session after Board Member comments.

Moved: Doug Williams

Seconded: Bill Cottrill

Approved: Unanimously

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

Dreu Murin will make public comment later in the meeting, during event updates.

AGENDA

1. Discussion/Possible Action

A. Financial Statement Review of SLTID Activity

- **TID Activity**

- Bill commented, lots of people in town. Past couple months have been amazing well above budget.
- Link to Budget Spreadsheet [PDF](#)
- Highlight on spreadsheet shows surplus to budget, almost \$400K
- Balance of TID contingency \$232K
- Only month down was Dec 2020, because many properties shut down around 15th of Dec. January above budget. February thru April way over.
- Fall discussion, pacing ahead.
- Lisa commented July was the first month they felt the effects of Measure T. 35% down from last year due to property loss.
- Jerry did interview with KCRA out of Sacramento regarding air quality, etc.
- Doug asked if we have anything outstanding regarding contingency account. No outstanding commitments and this total is after the \$50K Boys and Girls Club check.
- Jerry will get a Business Summary comparison from previous years of CA Lodging properties for the next meeting.

2. Other Updates

- LTVA Updates, Tony Lyle/Carol Chaplin

- High level overview of the Always On marketing initiatives we have going on
- Link to Marketing Initiatives [PDF](#) for July through December, next 6 months
- Current Summer Campaign with Duncan Channon in San Francisco, LA, Las Vegas, Dallas, and Houston goes through end of August
- We went out to RFP, have new Inter-Agency Marketing and Noble Studios won. They will put together a Fall Bridge Campaign, Sep-Dec. Markets TBD. In process of doing Brand Health and strategy exercise which will be finished by the end of the year
- Fall Bridge Campaign will turn into Winter creative in November
- Owned/Earned is content creation, social, public relations, and monthly newsletter
- Wedding Co-op Campaign, www.TahoeWeddingSites.com
- Visit CA and Visit NV Travel Guides, annual publication
- Visit Widget, trip planning platform and app. Helps with Visitor Information services.
- TripAdvisor. We own destination pages. Advertising
- California Now Stories. Like Instagram stories.
- Brand USA.
- High Sierra Visitors Council, Truckee to Sequoia/Kings Canyon. Owned and earned, content creation, SEM, PR, influencers, email marketing. Tony is President of the High Sierra Visitors Council
- MOPO. New travel experience app. AI travel planning social platform. Beta testing. Doesn't cost anything.
- Golf High Sierra (regional media)
- American Century Championship Celebrity Golf Tournament, media coverage
- www.VisitingLakeTahoe.com, lake wide initiative north/south partnership. Collectively bid on Lake Tahoe. Been on pause, should start up again in September.
- Expedia (Travel Nevada), Lodging partnerships

- Itinerary development with Hermann Global
- Reno Tahoe Territory (NV). Sue is Chair of RTT. Similar to High Sierra. Owned and earned, content creation, SEM, PR, influencers, email marketing.
- Regional Air Service Corporation (RASC)
 - Members include DMOs, private businesses
 - Budget supported by memberships is over a million a year
 - Primary purpose to support air service out of Reno Tahoe Airport
 - More direct flights than ever before based on outdoor recreation demand
 - Current target markets, Atlanta, Charlotte, Chicago, Dallas, Houston, New York. We have direct service from these airports. Charlotte loads are over 90%. Atlanta the largest airport, lots of feeder markets.
 - Secondary markets, Austin, Boston, Ft. Lauderdale, New Orleans, Orlando, Philadelphia, San Tampa, Washington D.C.
 - Links to strategy documents, [Paid Media Strategy](#) and [Earned Media Strategy](#)
 - Question, Airport seems really healthy, is that sustainable? Airport is functioning at 109% compared to 2019. 9% over 2019. Fuel shortage issue. Airlines did not anticipate this big demand. Did not purchase fuel and now a shortage. Could have cancelations with legacy carriers, American, Delta, etc. Southwest should be good. Labor shortage also an issue. Very few rental cars. Check flight status, arrive at least 2 hours early. Sacramento also short on fuel? States. NV, CA, WA, ID, CO, SD.
 - How many flights percentage wise? Could be up to 6 a day (140 flights daily in and out) so 8%. How long? Not a short term problem. Fuel has been sold to other industries. Maybe some additional support from Federal Government. Where does the funding coming for RASC? DMOs and other entities, Reno Chamber Commerce, EDON, LTVA, NLTRA, TDVA, Switch, other large corporations out of Reno, Travel Nevada, RTT. 20 organizations both public and private. Airlines do not put in money. They do their own marketing funds they use separately.
 - What percentage of passengers come into South vs North Lake Tahoe. We get a large portion, our fair share. They are doing survey work.
 - The TDVA supports the South Tahoe Airporter Desk at the Airport. Hard time getting drivers. Running as much as they can. Recently added the 3:30 am run.
 - Plan to run a campaign for fall
- Tahoe South Events Center
 - Upright structures you see are the elevators and staircase up to tower.
 - Hauled off a lot of dirt from excavation to Edgewood and Beach Club
 - Will build through winter time
 - On track to open Dec 2022 and still on budget
 - Will welcome Facility manager mid to late September. Working on active leads for group and sporting business 2023
- Sustainable Tourism Marketing
 - Lake wide conversations. Ongoing. Looking at a more formal partnership with Lake Tahoe Sustainable Recreation and Tourism Group. Going through RFP process for a visioning project that will bring together common goals and themes on how to make destination more sustainable. Selection will take place in August.
 - LTVA will take vision and use that for basis of new strategic direction of Destination Management

- Zartico
 - Intelligence platform. Destination management operating system. Houses all our data. Includes all aspects, digital, city, etc. helps us become smarter and make data driven decisions. Have formed a research committee.
- Question, Any response from survey VR group? Regarding sustainable, some of the partners want to limit guests coming into town. Is that going to be part of our vision?
 - That is why we want to be involved. More about a dispersement issue. How do we disperse our guests? What do we envision our future tourism product? How do we continue to welcome visitor and enjoy economic impact. Research they will be doing is to talk to a lot of people, residents, visitors, leaders, business owners.
- When will bus service for events center start?
 - Events Center Micro-Transit is scheduled to begin prior to opening, late Dec. 2022/Jan 2023. Transit system is not required to run year-round. Hoping to find something that can run year-round and connect to larger transit system.
- VR report
 - Josh has a copy of report. Will disseminate at a later meeting. Doug has a copy of report, he is on executive committee. Will wait to disseminate.
- Question, as we go out with SOPs procedures, bookings, will facilities manager be having those conversations?
 - As soon as he is here. He will be reaching out to get to know everyone. Have Kevin reach out to Rich or Doug about presenting at a Lodging Association Meeting.
- Event Updates
 - American Century Championship great success. Limited attendance per ACC and NBC. They won't limit us next year. Best field they ever had according to experts. Lot of media coverage. \$10-\$20 million and still getting hits. 2022 will be 33rd year and end of current contract. Conversations about extending another couple years.
 - Been in touch with Heavenly about Heavenly Holidays. They have new staff and we have been introduced. Will be having conversations with them.
 - Concert series is supported by the TDVA. They weren't sure they could have the series this year. Came together in the 1st part of May. 13 events this summer. Started 7/21 with Earth, Wind and Fire.
 - Good Morning America joining Harveys around a couple concerts doing featured stories.
 - Mike Frye officially retired after 13 years. We will look to thank him at the August Board Meeting. Don a great job over years, Events & International Media. Reorganizing this position going forward.
 - Doug commented we are scheduled to budget \$348K on events. Have we spent any?
 - We did the NHL Outdoor Games, February \$225K. Didn't do a couple events, we couldn't hold events. This year FY 22 we have opportunistic money, not necessarily for events. We are looking for events. We were approached by USA cycling to do a gravel bike championship, partnering with North Shore. Not really going anywhere.
 - Doug commented looks like we will have an additional \$50-60K in events unbudgeted.
 - \$225K was out of LTVA budget for events opportunities. Not paid for by the TDVA.

- Total event budget for LTVA events?
 - Sue commented July 1 – June 30th prelim budget, not audited yet. Spent 1.2 million. Included 2020 ACC, NHL Outdoors, \$250K. \$225K came out of events line item. The rest came out of restricted fund for the Events Center.
- Doug commented what do we pay for regarding American Century tournament?
 - Contract fee with NBC
 - Edgewood rent course for the week
 - Advertising
 - Public relations
 - Volunteers
 - Part of Mike Frye's salary to manage the volunteers
 - Miscellaneous stuff
 - The whole purse passed thru LTVA, \$250K to local charities.
 - Very complicated lots of layers, Harrah's, other sponsors
- Doug commented when we reissued district, we changed funding for events, 5-6% more to allocate funds to get title events. Is there anyway we can get new events like ACC? Also, have we heard anything from SnowGlobe?
 - SnowGlobe was not our event. We contributed, but was contracted through the City. Venue was contracted with the College. We did a \$50K contribution. Have not heard anything yet. Yes, absolutely will have conversations with the Board once they start coming forward.
 - NHL Outdoor Games was a one-off event. Highest rated NHL game ever in history.
 - When we put the FY22 Budget in front of the Board we didn't have proposals from Event organizers. Board put in place (event support) line unidentified place holder. Event opportunities. Jerry commented examples, Bachelor, Modern Family, AMGEN.
 - Tony commented, Bachelor and the TV opportunities, Media opportunities came out of PR Opportunities.
 - Opportunities line in the budget so can respond more quickly.
 - Doug commented, maybe start an event committee outside of marketing committee? To vet events.
 - Had it in the past, we used to seed small events. It was determined that the events became too reliant on the LTVA money and we would look for bigger opportunities.
 - Doug commented TID will have a lot of money in reserves by October. Could vet starter events. Will have over \$280K by end of fiscal year
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- **Public Comment** (Non-Agenda Items, 5-Minute Limit)
 - Dreu Murin
 - Congratulations Mike Frye
 - Wanted to update on events in Heavenly Village
 - Even with the 40% influx of guests, no issues, mitigating trash, etc.
 - June Bloody Mary event sold 1000 tickets
 - Spring Brewfest sold out
 - Ace High Drift Rally – 2-day event, people came from all over the United States
 - Concert Series – added 20 new shows this year. Trying to keep people in Village longer. Have had 500-800 people show up for a concert.
 - Labor Day? Heavenly Holidays? People are asking
 - Would love to present opportunities in future
 - Thank you for your time

- Jerry commented is there a procedure in place? Present to marketing?
 - In the past typically take to marketing then present their recommendation to the Board. Try to involve committees and boards in as many decisions as we can
 - Doug to relay information to Dreu (he dropped off call)
 - Sooner we see a proposal the better. Nothing to review at the moment.
 - Marketing committee next meeting Tuesday. Next LTVA Board meeting August 12th
 - In conversation with Heavenly regarding HV Holidays. New players (newly assigned to our side of the Lake)
 - TDVA is on board with Heavenly Holidays. It is in the TDVA budget.
 - How much does Heavenly contribute?
 - Years ago significantly more. Originally like \$100k Down to like \$50K and reduced even more. Last year they did not contribute at all
 - New Vail Resorts mind set. They are looking to direct what is included in event. Liked lighting, decorations, ball drop, and live music. Not so much carousel
 - Doug feels this is a must do event
 - Rich, great event, his perspective not booking to come specifically for Heavenly Holidays. Would like to try and keep
 - Need to connect Dreu with the right people at Heavenly and present to us for opportunities for sponsorship
 - Jerry commented, thinks it is a great event. Family friendly
 - Looking for conversation what is the best use of money and best ideas.
 - Jerry commented need to do it soon
 - Lisa commented, important event, not sure how involved we need to be in it
 - Doug commented maybe have our board have the conversation if need more money due to Heavenly not contributing more
- **Board Member Comments**
 - Jerry commented heart breaks for VHR situation Lisa is going through. Anything we can do?
 - Lisa recreating platform to 30 day stay. This month felt the effects. Lost approx. 40 properties. A lot in the Keys. Overall been a great year. Hoping to be sustainable. By the end of the year will represent less than 20 properties, not including month stays. Still not over. Still pursuing the lawsuit. To be heard in 2022. Possible ballot measure next year.
- **Executive Session**
 - Minutes are in a separate document

G. **Adjournment**

The meeting was adjourned at 2:46 pm.