

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**In-Person Board of Directors Meeting**  
**LTV Conference Room at Stateline, NV**  
**1:00 pm, Thursday, September 30, 2021**

**A. Call to Order**

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

**B. Roll Call**

**Board members present** Jerry Bindel, Doug Williams (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. Jan McCarthy (Stardust/Americana), Dreu Murin (Heavenly Holidays), Kathleen Mason (Holiday Inn Express), Randall Lambach (Blue Lake Inn), 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. Financial Statement Review of SLTID Activity

#### • TID Activity

- Bill commented, couple of big deposits July 29<sup>th</sup>, May revenues from City of SLT \$282,530 transferred to LTVA. On the 26<sup>th</sup> revenues for June \$364,016. Incremental expenses, Zoom, Tahoe Tax \$510 for IRS return. The amount received for May \$110k over budget and June \$67k over budget.
- Jerry commented the city just sent the \$396,919 not transferred to LTVA yet. First month except for Dec (when closed), actually down from Budget. Probably VHR impacts. Probably see that grow.
- Link to Budget Spreadsheet [PDF](#)
- Bill asked, how many VHRs impacted? Lisa doesn't have that number right now will have for next meeting. Guestimate is down 1,000 VHRs. Will get more accurate number.
- Rich commented mid-August through September smoky, business took a nose-dive. August and September numbers will be tight. Probably 75% of normal August.
- Jerry commented August was 80% of normal
- Doug commented he is down \$45k
- Going to be hard to extrapolate VHR issues from other issues in August and September.
- Balance of TID contingency \$265,239 as of Sep 8<sup>th</sup>. Now as of Sep 30<sup>th</sup> \$284,568.

### B. Level and Amount of Contingency Balance

- Bill commented he has been thinking about this for a while. We seem to be holding a lot of money, sitting doing nothing. Should we think about a cap, then transfer whatever is over the cap to the LTVA? Would like to see it be used for more advertising. Bring it up for discussion. \$10k? We are getting 5% of what is being transferred. In one month, it went from \$265k to \$284k.
- Lisa commented, pretty low number. We have pulled more than that in emergency funds in the past. Make sure have money if need it. Agree too much.
- Jerry commented, normal obligations, \$60k HV Holidays, \$5k Valhalla.
- Doug commented, probably do something for Labor Day. Normally have like \$100k in reserves. Increases have come in the last year, year and half because of Covid.
- What number seems palatable?
- Lisa, would like to look back at some of the emergency expenditures, Angor, Bad weather sac campaign. Would be comfortable with at least \$50k.
- Rich commented will probably have to make up for short August and September.
- Doug commented would like to open a separate special account of \$6k a year to pay for the next renewal. Take \$12-\$18k now. 8 more years before next renewal. \$45-50k for renewal. And would like to do a request for an event that starts small and grows bigger. \$100k in reserves would be his thought.
- Jerry commented, we give money to LTVA for events, LTVA HAS \$250k in event opportunities for FY22. Does TID want to be an incubator for events?
- Bill commented TID raises advertising money for the LTVA, not for events. LTVA should be the vetter for events requests.
- Every year can choose not to transfer money over cap.
- Bill commented. Don't think need a separate account for renewal.
- Kathleen Mason commented, she is on the Lodging board. She pays into TID \$54,300. Some of this board sit on Lodging and LTVA. Are you representing the Lodging Association for anything else the money is used for?

- Jerry commented, LTVA represents the entire community. We are two reps on the LTVA board. LTVA budget is divided into Advertising, Marketing, Special Events, Sales, Visitor Services, Public Relations, a lot of different components. It is the whole community. The voice that is representing LTVA, website, advertising, etc. Example Celebrity Golf, people seeing whole Lake. Gets national and international exposure. Concert series see spikes on days of concerts.
- Kathleen commented, is the TDVA completely different? Nevada side, completely separate. TDVA and Douglas Co, put money into separate buckets. Like the Fireworks. Important, legal issues, etc.
- TID board try not to get into events. Hire experts.
- Jan McCarthy commented, If 95% of money go to LTVA, why do you have to have a TID board? Legal issue. Legal Tourism Improvement District. Certain requirements, have a Board of Directors, By-Laws, City approve budgets, etc.
- Jerry commented historically money used to get collected by the city, 10% TOT. Then they would determine how much would go to the LTVA, pre-2006. Every year LTVA would beg/dog and pony show to ask for money to market/advertise. In 2005 this group got together to control own destiny and tax TID properties to advertise and for special events.
- Jan commented, seems top heavy. TID is represented heavily on the LTVA board with Jerry Chair and Bill Secretary. Board makes decisions as a Board, agenda items. TID doesn't tell LTVA board what to do.
- TID has a management plan with LTVA, can control 15% of what LTVA gets.
- Rich commented, money comes from guests, not taxing businesses. McCarthy commented, it affects the guests 12% plus. She is a timeshare so gets taxed more. How high is too high?
- Rich commented, when city wanted to increase TOT from 10% to 12%, they fought for measure P so money would not just go into the general fund. It will go toward the new Rec Center. Town will be able to host tournaments, teams, etc.
- Carol commented, LTVA Board is a 7-member board, 2 TID, 2 TDVA, a City Rep, Douglas Co. Rep, and At-Large Nevada. The budget is vetted by entire board. Jerry and Bill Represent the TID and interests on the board. Also have 2 Marketing Committee Reps from TID involved in the marketing conversation that are served up to the board. Marketing is 11 members with a broad range of businesses represented.
- McCarthy still doesn't understand why there has to be a board.
- TID is all volunteer.
- Kathleen commented, if TID money is being transferred to LTVA, it is her opinion that the LTVA is not representing the Lodging Association to put on events that will bring guests.
- Rich commented LTVA promotes and markets events that are already going on. They sponsor events, but they do not build events.
- McCarthy asked if someone wanted to put on an event would they go to LTVA?
- Rich commented, it depends. There are lots of small events and events that drive heads in beds, Celebrity Golf, Concert Series.
- Jerry commented upcoming Events Center will bring year round events and trade shows. Will definitely move the needle.
- SnowGlobe discussion. LTVA did contribute and did market it. Will not be coming back at least to the previous location. Need something in case no snow or for people who do not ski/outdoor recreate.
- Back to contingency balance, if we say an amount and give to LTVA, would this be a problem with Auditor? Just have to prove with minutes. Have to have proof of a transfer amount. During audit we produce backup. LTVA would assign to Lodging TID projects line item.

- Doug commented, example, LTVA we have \$130k, how can we bring in a headline event?
- Carol commented, example, NHL called and asked about bringing this event to an outdoor golf course. (Most watched game in NHL history). Took to LTVA board. That is how this typically happens. One-off event, not able to have spectators. We got amazing air time/exposure.
- Rich commented people are coming from all 50 states, they have seen awesome shots from Celebrity Golf and NHL.
- Doug commented why can't we go after events? Spartan Games? Sponsored by the North Shore.
- Rich commented, LTVA not in the business of putting on events. The producer would need to reach out.
- Jerry commented, we are voting on the threshold to LTVA go into a dedicated fund. We can discuss the events issue at another time. Do we think \$100k is a good amount? \$65k coming out (HV Hol and Valhalla) plus renewal earmarks.
- Lisa commented there will be a fallout for August and September. Do this now, and then possibly revisit after the first of the year, first quarter.
- The City will transfer funds into TID account. Then TID will transfer anything above \$100k at that time to LTVA.

***A motion was made to transfer \$100,000 to the LTVA now.***

**Moved:** Doug Williams  
**Seconded:** None  
**Approved:** Not approved

***A motion was made to keep \$100,000 in the TID contingency fund and transfer everything else to the LTVA.***

**Moved:** Rich Bodine  
**Seconded:** Bill Cottrill  
**Approved:** Approved 4 to 1 (Doug opposed) Motion passes

- Doug would like to set aside \$100k for renewal.
- Jerry commented we can make adjustments as needed when transferring to LTVA.

### **C. Current Business Summary of CA Lodging Properties**

- Summary of business levels from the City finance records. Extrapolated.
- Link to spreadsheets [PDF](#)
- Summary page shows year over year change in percentage based on size of property.
- 1-15 units gross receipts from 2018 to 2019 up 2.9%, 2019 to 2020 up 5.4%, 2019 to 2021 first six months of 2019 and first six months of 2021 up 37.9% (2020 crazy year closed for 3 months)
- Larger properties had larger loses during Covid year. Winners were in the 1-15 unit and 31-50 unit category. They figured out they could increase their rate.
- Good information. Occupancy was good. Occupancy is what TID gets its revenue from.
- Bill commented 126+ units number skewed a bit due to first six months huge film crew, 5k room nights, cheap rate.
- Jerry commented overall showing small properties doing pretty well. This shows gross receipts are great.

- Thank you to Katharine, Sue and Tony for coming up with this information.

## **D. Heavenly Holidays 2021 Discussion**

### **● Funding discussion and analysis of requested documentation**

- Heavenly Holidays Funding 2018-2021 [PDF](#)
- Thanks to Tony for helping get historical numbers
- The TID has contributed \$65k every year of HV Holidays
- LTVA contributed \$10k in 2018 & 2019 and a one-time addition of \$15k used for decorations for new tree which were going to be re-usable.
- TDVA, NV side contributed \$55k in 2018 and \$60k in 2019. \$40k is dedicated for this year.
- Heavenly/Vail has own agreement, they contributed \$50k in 2018, \$50k in 2019 and will contribute \$20k for this year.
- First year, 2018, PADMA, the association that oversees the Heavenly Village, contributed a one-time contribution of \$25k.
- Dreu commented working with Tony to make this come together. Trying to see what vendors are still available.
- Rich commented about letters going back and forth. Nothing going on.
- Dreu wants to make HV Holidays as amazing as possible.
- Have a budget, now a streamlined version is coming together based on Heavenly's recommendations.
- Heavenly Holidays Activities/Attractions mock-up [PDF](#) (not to be shared)
- Looked at what was done in the past and took everyone's input.
  - Community Tree Lighting, Friday, Nov 26, 2021, started in 2017. Last year approx. 1,000 people at tree lighting. This year want to show resilience. 2 min. video on a giant screen, taking the visitor from start all the way through evacuation. Will be honoring all first responders. Will have fire representatives and Congressman McClintock. Planning to live stream the event. Star will be placed on top of the 65 ft. tree by the ladder truck by a fireman to light the tree.
  - World Map – bigger version this year.
  - Added more Charity events. Lucky Beaver Bar & Burger just received a community spotlight award. Last year turkey drive, this year's turkey drive already at 150. Added a walk/run for charity to help local food banks.
  - Breakfast with Santa will be back, huge success
  - Dog event back
  - Characters back
  - New for us this year, Santa Ski Day. Santa's skiing down the mountain. Santa Crawl in Reno attracts thousands of Santa's from all over the world.
  - Not in the document, but will bring back the Santa Pub Crawl. Just confirmed with Ted Kennedy.
  - Build a Bear is back
  - Village Ice Sculpture contest back
  - Ferris Wheel on Hwy 50, will brand it better this year
  - S'mores back
  - Santa in the Village each day after Thanksgiving through Christmas
  - New Year's Eve Free 2 headlining shows
  - Tyler Rich pre-NYE Party, #1 song on the radio right now. Country. Country most popular demographic at Concert Series.
  - Gin Blossoms, biggest free show ever in Lake Tahoe. Different demographic, a little older.
  - Have had to trim fireworks show.

- Have to pick one headliner, would like both.
- Question, did you get approval to have the fireworks? Dreu is working with City Manager Joe Irvin.
- Stateline (Hard Rock) is planning on doing midnight fireworks show
- Village fireworks will be a 9 pm show
- Used to spread crowd across town, now everyone this side of town. Last year most people were closed. City is trying to figure out what to do to spread.
- Sheriff Dan Coverley commented every event is having record turnout, example, Candy Dance.
- Heavenly Holidays is family friendly event
- New Year's Eve falls on a Friday
- Will try to keep going through the weekend
- Production for one show is like \$100k
- Have to pick one Tyler or Gin Blossoms. \$20k short for both headline acts
- Question, from the heyday what is missing? What two were well attended and can't do without more money? Rail Jams super popular, Heavenly liked, brought the mountain down. Carnival rides in front super busy, Train always full. City is looking at putting Rail Jam at the Y area. Nut cracker show about 100 people. Anything more for children? The train. Heavenly's input they wanted to nix train due to impacted lift operations.
- New Year's Day on Saturday. Can we do something? Talked about a 4 pm Après concert on the same stage. Last year no Heavenly Holidays. Did tree lighting and breakfast with Santa in 2020. Maybe extend the characters into Saturday?
- Rich commented after reading the stuff that went out, where did that information come from? TID has contributed every year. Where is PADMA's contribution? Benefits the Heavenly Village the most.
- Dreu is paid to do a job. Don't want to get into politics. PADMA contributes by bringing in the tree, labor, all the decorations in the village, maintenance during the weeks, cleanup.
- Rich commented he felt like our organizations were attacked. We can't make Heavenly contribute more money.
- Randall commented he thinks it comes from the record room nights first 7 months of the year.
- We want to get you the most money we can.
- Doug commented would like a headliner on Saturday. Maybe a soft-liner or party band on Saturday, early like 4 pm.
- Rich commented TID set cap on our contingency \$184k to LTVA. Is there any way to earmark any of that money?
- Carol commented let Dreu go back to drawing board and come up with events with any additional funds allocated.
- Dreu commented through Heavenly Holidays, Build a Bear and Breakfast with Santa, heavenly was able to donate to Epic Promise, which in turn, Heavenly gave \$750 to all their employees.
- Sue commented, you will hold back \$100k, the \$60k heavenly holidays allocation will come out of the \$184k. Will leave you with \$124k. TID can earmark any amount it wants.

***A motion was made to give \$80,000 to Heavenly Holidays to be able to have both headliners.***

**Moved:** Rich Bodine  
**Seconded:** Doug Williams

- Lisa not opposed, but feel the need to discuss process and how it all came down. Very disgruntled by the conversations and the lack of professionalism and sheer nonsense with the emails that went back and forth. As a board member felt very disturbed by it. Going forward discussions need to start at the Board not going out to lodging and chamber members. It was this board that asked for this event to be created and has sponsored throughout. Thank you for bringing us this information.
- Jerry commented, how can we contribute? How can we make a statement? It seems like some feel TID don't like LTVA, couldn't be further from the truth. By giving this money we need to make a statement. A positive methodology getting things done. LTVA is on TID team and TID on LTVA team. Need to include a statement in the motion.
- Dreu commented thank you Tony to try and figure it out. Worked out really well.
- Jerry commented what can we do as a board? Feel like we have made our opinion as a board. Is it our opinion? Rich – Yes, Doug – Yes, Doug commented emails that went out were beyond what was called for.
- Jerry commented, general idea that we are one team. A way to present information, get things done and have positive decisions being made and are encouraged by all the good the LTVA are doing.
- Board come up with a statement
- Lisa would like to hear from 2 members from the Lodging community. Kathleen here on informational basis. Pays TID each month. If 95% of money went to LTVA, where is money going? Got email saying HV Holidays being cut by LTVA. Want to be a part of the discussion. Want to know how money is pushed.
- Rich commented email caught us all off guard. Misinformation.
- Sue commented, she is a little responsible, annual budget prepared in May for a June approval and July implementation. In May we did not know what the covid situation would be. So instead of calling it Heavenly Holidays in the budget it was changed to events TBD – easier with auditor to call it generic. We earmarked \$60k that would be passed through LTVA. When budget became public nobody asked where is the HV Holidays funding. It was there all along, just under a generic events TBD.
- Bill commented doesn't want this to be a permanent thing, would like to see more PADMA money next year.
- Dreu commented PADMA still puts in the same \$20-25k, Heavenly is the one who has cut funding. At one time Heavenly had put in \$125-150k and in-kind.
- Lisa commented, if we give the extra \$20k do we get both headliners? Yes
- Dreu will work on Saturday entertainment

***The motion was amended, TID continue to give \$60,000 to Heavenly Holidays and for the 2021 event, add an additional \$20,000.***

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

- Will do a statement separately.
- Carol commented, we start our budget process in March internally. Hope to bring budget to LTVA board in May and no later than June. Fiscal year starts July. If we have a proposed budget in March, April or May even, without a presentation of what it might cost we have nothing to go on.
- After this event is over recap and start talking about what the event will cost or an idea, a proposal.
- Dreu commented, thank you for the opportunity you have provided.
- Lisa commented update Lodging from TID about the scenario and clarifying. One community, Team Tahoe.
- Jerry commented we will draft something for review of TID board and put out to Lodging.

## **2. Board Member Re-Election in November 2021**

- **Seats up for Re-Election (2-year terms, 2022-2024)**

- **Rich Bodine**
- **Doug Williams**
- **Lisa Underwood**
- We encourage people to run. Hope all three re-run if not let Jerry know.
- Randall asked, when can people nominate? Email will go out in October. Election in December.

## **3. Other Updates**

- LTVA Updates, Tony Lyle/Carol Chaplin
  - Carol - Events center is a little bit behind schedule, working in smoke. Asking TRPA for an extension for dirt excavating. Awarded refrigeration package for ice arena. About to award for the seating package for suites and arena floor. Kitchen equipment RFP going out. Spectra facilities manager started in September, found a house in the valley, unable to find something at the Lake. Have confirmed bookings for 2023. Manager will make rounds to meet everyone is at a promoter show this week. TDVA on the NV side lodging pays 14% TOT lodging license fees and \$5 per night surcharge of which some goes directly to events center.
  - Tony - LTVA marketing efforts after joint TDVA/LTVA boards approved media buying direction. Noble working to finish. Hoping to launch paid campaign week of October 11<sup>th</sup>. Different messaging on website home page, on social media and newsletter. Headline is fire did not come into our community, air is clean, and we want you to come visit support front line workers. Hashtag #tipsfortahoe. Stating facts, appealing to people's emotions.
  - Rich commented, he was a little worried after joint board meeting about the clear messaging. Not clear right now. 90% people who call are asking how it is there. Business levels are nuts.
  - Jerry commented, not seeing this across the board, mid-October and on have pick up. Nov/Dec time frame much better.
  - Carol commented, Tony and George attended IPW, largest trade show. Announcement came out the U.S. will accept vaccinated international travels soon. Still working out vaccinations for under 12, etc. Huge interest, India, UK, France.
  - Sue commented had a note from Les Wright, changed date of Lake Tahoe Marathon Oct 9 to Oct 29. 40% of registrations said just transfer to next year. Asked if we can do anything to help. Also, reminder all LTVA and TDVA Board meetings are public and posted on LTVA.org.



#### **4. Board Member Comments**

- Jerry commented will present SLTTID Annual Report to the City on Tuesday, Oct 19<sup>th</sup>. Have copies for the Board. After city approves can distribute.
- There is a reason Jerry tries to separate his business, (directly across from the Heavenly Village), from this process. Have a responsibility to not make decisions based on individual properties. Does employer know? Yes, decisions are based on the entire community not specific property. No conflict of interest. Not personally profiting.
- Rich commented, all for the greater good.

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

None.

#### **6. Adjournment**

**Bill made a motion to adjourn. Rich Seconded motion.**

The meeting was adjourned at 3:10 pm.