

South Lake Tahoe Tourism Improvement District (SLTTID)
In-Person with a Zoom option, Special Board of Directors Meeting
LTV Conference Room at Stateline, NV
1:00 pm, Thursday, February 3, 2022

A. Call to Order

The meeting was called to order at 1:03 pm by Board Chairman Jerry Bindel.

B. Roll Call

Board members present, Jerry Bindel and Rich Bodine

Board members (on zoom), Lisa Underwood and Doug Williams

Board members not present, Bill Cottrill

C. Introduction of Guests & Staff in person

Sue Barton, Juraj Sojka, and Tony Lyle with the Lake Tahoe Visitors Authority. Anne Sutterfield Minutes.

Guests & Staff on zoom

Carol Chaplin, LTV, Kathleen Mason, Holiday Inn Express, Jodie Guttrich, Marriott Timber Lodge and Grand Residence, Brad Deeds, Lake Tahoe Community College, Nancy Harrison, Lake Tahoe Community College, Bruce Grego, Representing Americana and Stardust, Robert Townsend, Beach Comber Inn, Deepak Sharma, Hotel Elevation

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)

Lake Tahoe Community College Summer Internship Program Opportunity, Nancy Harrison, harrison@ltcc.edu and Brad Deeds, deeds@ltcc.edu

- With hospitality/tourism as the largest industry in the Tahoe basin, Lake Tahoe Community College is excited to grow our [Hospitality Management](#) associate's degree program to serve students and support our local industry partners.
- We have an exciting opportunity for our restaurant and hospitality partners! Washington State University's School of [Hospitality Business Management](#) will hold two classes at the Lisa Maloff University Center on the Lake Tahoe Community College campus this spring. WSU expects up to 30 students to attend the classes:
 - HBM 350 (Beverage Management) and HBM 358 (Food Systems & Controls) will be offered May 10th – June 8th. Classes are held Tuesdays and Wednesdays.
 - Students attending are working towards a bachelor's degree in Hospitality Business Management and are typically in their third or fourth year.
 - Students need work experience in the hospitality industry in order to graduate, 1,000 hours for a major and 400 hours for a minor. They will be available to work in a hospitality-related job, and will be exceptional candidates for your summer openings.
 - Most of the students will need housing in Tahoe a couple days prior to May 10th – approximately August 10th. There can be a fee for lodging and/or housing can be part of their compensation.
 - Students will submit resumes and LTCC and WSU staff will match students with available job opportunities.
 - There may be limited spaces available through LTCC's off-campus student housing.
 - Received a quote from Hotel Becket, which was a little high.
- Please submit available summer jobs and lodging options to Nancy Harrison, harrison@ltcc.edu, (530)721-1984.
- Nancy and Brad will also present at the next Lodging Association Meeting.

AGENDA

A. Discussion/Possible Action

a. Discussion of Guidance Provided by John Lambeth, CIVITAS Advisors, to SLTTID Election

- John Lambeth with CIVITAS was on zoom at the last Lodging Association Board meeting. Gave outline how to conduct elections. Two ways of doing the election.
 - 1. All 5 members of SLTTID Board re-run and after the election determine staggered terms, 2 people have 2-year terms and 3 people have 1-year terms initially. This choice resonated with the Lodging Board.
 - 2. Re-run most recent election of 3 Directors. First election that was contested, since 2017.
- Doug commented Attorney and Lodging Board think best to re-run all 5
- Rich commented either way is fine
- Lisa commented either way is fine
- Jerry commented it seems the cleanest way is to do all 5 seats
- Would have a third party collect ballots to keep honest and above board.
- We would put out a request for candidates in the next 2 weeks, before next TID Board Meeting
- Rich commented timeline? Two weeks to have candidates apply and 30 days to get ballots in.
- Doug commented maybe we ask 2 SLTLA board members, not a part of the SLTTID to run the election. Nevada Representative and Associate Member.

A motion was made to re-run the election with all 5 seats up for grabs. Term limits would be 3 Directors for 2-year term and 2 Directors for 1 year term initially. Then all 2-year terms.

Moved: Rich Bodine
Seconded: Doug Williams

Discussion:

- Bruce Grego supports motion
- Rich commented shorted term length technically would be 8 months and then new election with a 2-year term.
- Jodie Guttrich agrees
- Kathleen Mason supports motion

Approved: Unanimously, 4-0

- Jerry will go through database. We just put a letter out. Hopefully will get corrected emails back
- No mailer for nominations, only an email
- Email and mailer for actual elections, email and ballots that come back can be cross-referenced so people only vote once
- Doug will contact our Associate member and Nevada Rep to assist in election

b. Discussion with LTVA Staff on Proposal for Special Event for Partial Use of SLTTID Project Funds

- Sue Barton commented last month reminded Board the LTVA is collecting additional funds every month and would come back with suggestions on how to use some money. Recommendation to utilize a portion of the SLTTID Projects Funds:
 - Proposing that you issue an RFP to local promoters for a 3-Day Music Festival over Memorial Weekend, May 27-30, 2022
 - Events to occur within the City of South Lake Tahoe (Y to Stateline) or California side
 - Minimum of three locations/venues (or more)
 - Fireworks are not to be included in this event
 - Budget: determined by SLTTID Board
 - Proposed Timeline (subject to change)
 - February 15, 2022 - Distribute & Post RFP
 - March 13, 2022 - Bids due to LTVA
 - March 14-17, 2022 - Bids reviewed by Committee
 - March 18, 2022 - hopefully award contract to successful bidder
 - Proposed RFP Selection Committee
 - 2 representatives from the current SLTTID Board
 - 2 representatives from the LTVA Marketing Committee
 - 1 LTVA Staff Member - Tony Lyle
 - This event will be marketed by the LTVA out of a separate budget
 - Would like from the Board today, to see if you like the idea and what budget so can proceed with RFP
- Tony Lyle commented the idea is to bring together the whole community. A buzz going through town. Any venue could join festival on their own. Get on the roster.
- Rich commented, not really any other events going on around town
- Sue, not that we know of. Thinking Friday evening through noon on Monday.
- Jerry commented do you have a recommended amount? \$75k up to a high end of \$100k.
- Surplus funds balance right now is \$143,796. Last contribution was February 1st from funding through November, 2021.
- Doug commented this is excess funds, not our funds. Yes, surplus minus Heavenly Holidays.
- Jerry commented going out to RFP, some proposals will potentially have a theme. Then committee will make a selection based on criteria developed, creativity, expertise, etc.
- Sue commented, would like it to be turn-key, the promoter would handle everything including creating promotional materials. We would promote via website, and marketing outreach with a separate budget.
- Jerry commented this would be on the CA side, and probably outdoor venues like, the Heavenly Village, venues at the "Y", Lakeview Commons, The Hangar, etc. The promoter would have to come up with the plan.
- Sue reiterated what Tony commented previously, not all has to be new, could enhance what is already going on.

- Carol commented this idea has been knocking around for a few years. A few events LTVA has pursued have been very road impactful, Amgen, Iron Girl, even Opening Day on the Lake. This Music Festival would create a vibe throughout the community. Not only outdoor, promoter may want to look at regular places, schedule events in pubs and bars. Year one, new event, you may want to caution about taking all the TID money for a new event, you may want to be a little conservative to see if it works.
- Doug commented next year TID will be giving \$25k to events center for transportation. We may want to think about extending to Camp Richardson area. Music Fri, Sat and Sun? Up to promoter for locations.
- 5 people on committee would determine venues/locations.
- Rich commented Memorial Day weekend has gotten a lot busier than it used to be. Like Telluride, they have a main venue and after hours shows in every venue in town.
- Sue commented hope to evolve into something like that a couple years down the road.
- Carol commented eventually Events Center could be the main venue.
- Rich commented they do stuff like this at Squaw/Palisades.
- Lisa commented wonderful idea. That weekend is so weather dependent. Anything we can do would be great. Would like to discuss budget. What are we targeting for \$75k?
- Rich commented up to the promoter. Local bands, DJs. (Lake-Wide)
- Jerry commented we would set budget **up to** \$75k. Committee can choose value to spend. We can start smaller or an up to maximum.
- Carol commented once you get concept and RFP that peaks interest. Negotiation process. Need parameters. Need to have the budget in the RFP.
- Doug commented if bids that come in we don't like we don't have to commit to any.
- Jerry asked for input from others on zoom.
- Doug commented thinks we should go for \$100k
- Jerry asked Carol, do you recommend a range for RFP? Yes. Gives person bidding a ballpark figure.
- Doug commented some of these people could get sponsorships from other people and charge a cover.
- Jerry commented likes attaching to local non-profit or donation cause. Up to the Promoter to come back with ideas.
- Sue commented, need 2 members of the SLTTID. Then reach out to Marketing.
 - Doug volunteered
 - Rich volunteered
- Jerry commented need to be sure no conflicting interests. More than lodging vested interests.
- Rich and Doug both commented no conflicts of interest.
- Rich commented in the next couple months, will get December and should be fairly good TID numbers.
- Sue commented the November surplus transfer was \$8,500. The reason the account is so robust is because the first transfer was \$104k. Since then averaging \$8k per transfer.

A Motion was made to send out an RFP to promote a Memorial Day Weekend Event with \$75-\$100k budget. 2 SLTTID representatives, Rich Bodine and Doug Williams, Tony Lyle with the LTVA and get 2 more people from LTVA Marketing Advisory Committee. Event to be spread out over at least 3 days and have a minimum of at least 3 locations on the CA side of the Destination.

Moved: Rich Bodine
Seconded: Doug Williams
Approved: Unanimously

- Carol commented next Marketing meeting probably in March. She has a message into Mindy about this. Probably send out email to ask for interest from the Marketing Advisory Committee

B. Board Member Comments

None

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

None.

D. Adjournment

The meeting was adjourned at 2:53 pm.