**South Lake Tahoe Tourism Improvement District (SLTTID)**

**Special Board of Directors Meeting**

**Forest Suites**

**1:00 pm, Thursday, October 10, 2024**

**A. Call to Order**

Board Chairman Rich Bodine called the meeting to order at 1:00 pm.

**B. Board members present:** Rich Bodine, Hotel Azure, Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, Kathleen Mason, Holiday Inn Express, Bill Cottrill, Margaritaville Resort Lake Tahoe, Dan Evans, Beach Retreat & Lodge at Tahoe, and Jennifer Cewinski, Stardust and Americana, Randall Lambach, Bluelake Inn, Nick Carta, Fireside Lodge, and Playpark Lodge.

**C. Introduction of Guests:** Ben Cann, Coachman, Rob Leonard (Blue Jay Lodge/Moose & Maple

Lodge), and Anne Sutterfield, LTVA.

**D. Approval of previous meeting minutes**

## A motion was made to approve the October 10, 2024 meeting minutes. Moved: Jerry Bindel

## Seconded: Dan Evans

## Approved: Unanimously

**E. Approval of agenda**

A motion was made to approve the agenda.  
**Moved:** Bill Cottrill

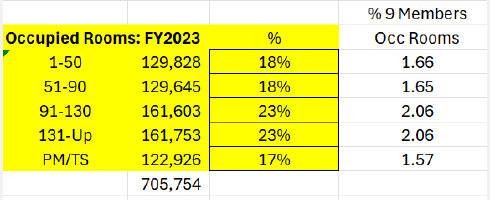
## Seconded: Kathleen Mason Approved: Unanimously

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

* No public comment. Doug commented we should remove this public comment from the agenda in the future, as nobody comments on non-agenda items.

**AGENDA**

1. **Discussion/Possible Action**

* **Action: TID Bi-Law Changes**
* Rich: When we last met, not all Board members were present, and we wanted to invite the membership to join us. Stu with RnR Vacation Rentals replied to the email that went out, stating that he believes VHRs in the tourist core of the city contribute about 20% of all TOT to the city and over 10% of the TID. Should the board consider two positions for VHR managers?
* Rich handed out copies of the current bylaws and the proposed changes to the bylaws [PDF](https://ltva.org/wp-content/uploads/2024/09/Bylaws-SLTTID-red-mark-changes.pdf).
* Jerry, Randall, and Kathleen said their owners agree with the changes.
* Here is a [link](https://ltva.org/wp-content/uploads/2024/10/South-Lake-Tahoe-Tourism-Improvement-District-SLTTID-Abbrev-PDF.pdf) to the presentation Jerry shared on the screen.
  + South Tahoe Tourism District was formed in 2006 and renewed in 2009 for 10 years, and again in 2019 for 10 additional years
  + Fiscal Year Budgets:
  + The initial District budget was $1.8 Million
  + FY2019 Budget was $2.7 Million
  + Increase of average 35% ($3 to $4, and $4 to $5.50) in year 2
  + FY2024 Budget is $3.1 Million
  + Current Board makeup
  + 9 Board Members Representing Lodging Community
  + Current Strong Interest in Participation on SLTTID Board
  + It is important to Ensure Balanced Board Representation by different sizes of properties
  + Assessments/Renewal Voting by Revenue - on a renewal basis top 50% of revenue can vote for or against a TID being formed. Not saying how we want this board to be made up. Propose by category.
  + Board Representation by Lodging Category based on Number of Units Available
  + Breakdown of occupied rooms by property category in calendar year  
    
  + We want an odd number of board seats. Two for each of the categories and one for PM/TS (property management/timeshare)
  + This is the current makeup of the board.
  + If an open board seat and can't find someone in the category that is vacant, the board can nominate and elect a member to fill a seat.
  + Doug asked how many members in each category? Jerry: City books has that number.
  + Jerry: Key is occupied rooms and makeup of who is bringing what to the table.
  + Doug: Mostly timeshare in the 131 category.
  + Discussion about having timeshare be able to run in other categories as well as the PM/TS category.
  + Jerry: what about Vacasa? I am a little hesitant about that. It's not fair to be able to run for multiple categories.
  + Doug: How about an at-large seat?
  + Jerry: Then you could not have PM/TS category at all.
  + Doug: The 131 and up category is especially timeshare.
  + Jerry: PM/TS could take all the categories. Trying to get balanced representation by all the interests.
  + Doug: They are operating as a hotel.
  + Randall: Some are only partly being sold. Out of 30 rooms, some rent only three.
  + Doug: Marriott and other timeshares contribute a huge amount of money to the TID.
  + Jennifer: How many vacancies will you have to fill? Now there is Interest, it could wane again.
  + Bill: Too many options gets confusing.
  + Doug: Has an issue with only three properties in the 131 and up category. Looking at properties, not room nights.
  + Jerry: The 131 and up category produces the lion's share of revenue for TID by far.
  + Jerry looked up on the City website, and Margaritaville, Beach Retreat (261), and Quality Inn (145) are the three 131 and above.
  + Jerry: Understand from the number of properties. Representative voice based on room nights generated, revenue generated for TID funds, even though only three properties, the only concern is we might not be able to fill the seat. Then the board goes at large.
  + Doug: That’s why we should include timeshare.
  + Rich: Timeshare property owners don’t pay into TID.
  + Jennifer: Room nights are a percentage of the total. We have 86 rooms, but we only rent 20-30 a day.
  + Kathleen: TID only comes from the rooms you rent? Jennifer: Yes.
  + Randall: Clarify each seat for PM/TS or only 131 and up. I don’t think it should be every seat. I don’t have a problem if it is just one seat.
  + Doug: Timeshare should go into whatever numerical category they fit into.
  + Jerry and Randall disagree.
  + Bill: I would not want to make a rule based on a hypothetical.
  + Doug: If you only allow three properties to run for a seat, it is a problem.
  + Kathleen: Are we looking to allow timeshares to fit into all the categories so we can kick someone off the board and make it uneven?
  + Rich: That is what it sounds like to me.

**A motion was made to accept the proposed bylaw amendments as proposed.**

**Moved:** Kathleen Mason

## Seconded: Bill Cottrill

## Approved: All approved, except Doug, is a no.

* Kathleen: Fair and balanced. I do not want to argue for hours. Opening up for all timeshare and property management. Timeshare could go into each category. It's not a balanced board.
* Jerry: for the 1-50 category, we Rounded up to get better small property interest.
* Bill: How does one room make a lodging property?
* Doug: They pay into TID.
* Jerry: How many rooms do you have, Doug? Doug: 15 cabins. Rent seven cabins.
* Randall: Should have a minimum. ( as in 1-50)
* Nick: Let’s bring in Airbnb.
* Doug: Airbnb is operated under property management.
* Rich: Vacasa could only be renting 10 of 130 units. I don’t think so.
* Rob: Adventure Stays manages two hotels, one 41, and one 14. Would they be considered separate categories? Yes, if different tax ID numbers.
* Jerry: Can a manager represent different seats from the same business? If different business license number.
* Ben: Different interest for property manager/timeshare.
* Secretary Kathleen signed the last page to certify.

* **Discussion: Upcoming TID Elections**
* Seats coming open:
  + Doug 1-50
  + Kathleen 51-91
  + Rich 91-130
  + Jerry 91-130
  + Bill 131 and up
* Rich: We need to find interested people. And get ballots out.
* We need to get the nomination form out.
* Jerry has a draft of the last one we used. He will get it to Kathleen.
* Jerry: When we send out the ballots, based on the City records for ownership, they are official ballots. Nothing you can photocopy. They are numbered ballots. We have to mail them. Make sure they are non-tamperable. Double envelope.
* Jennifer: When the nomination goes out, who receives the nominations? Kathleen as secretary. Is everyone a candidate who comes in?
* Rich: We would slot them into the right category, then send out the ballots.
* Doug: What if someone can’t find their ballot? Jerry: They can email the secretary (Kathleen) to request a new one be sent out.
* Kathleen: Her hotel is going through a sale on the 18th. Her address will change.
* Nomination form can go out via email.
* Doug: Who is going to count?
* Discussion. Randall and Jennifer will count. They are not running.
* Doug: What is the time frame for nominations?
* Rich: Send out Friday 18th if possible. Back by Nov 8th if possible.
* Randall: Are all five current board members still running? Yes.
* Anne: Redwood Printing offered to do the mailing last time.
* TID will pay for the prepaid return envelopes.
* Randall:
* **Board Member Comments**
* Jerry: Heavenly started blowing snow last night.
* Jerry: I would like to get the Rec Center presentation in front of the Special Projects Fund subcommittee (Doug, Dan, and Kathleen) and then in front of the board. We can do it via Zoom if needed.
* Rich: This needs to go to Civitas to get formalized.

Next meeting - November 21, 2024. Location TBD.

The meeting was adjourned at 1:48 pm.