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

**Board of Directors Meeting**

**Forest Suites Resort**

**1:00 pm, Thursday, January 25, 2024**

**A. Call to Order**

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

**B. Roll Call  
Board members present** Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, Kathleen Mason, Holiday Inn Express, Rich Bodine, Hotel Azure, Randall Lambach, Bluelake Inn,

Dan Evans, Beach Retreat & Lodge at Tahoe and Bill Cottrill, Margaritaville Resort Lake Tahoe.

**C. Introduction of Guests.** NickCarta, Fireside Lodge and Playpark Lodge, Jennifer Cewinski,

Stardust and Americana, Greg Carlson, Black Bear Lodge, Carol Chaplin, LTVA & TDVA, Stuart

Maas, LTVA, Brady McIntyre, LTVA, Ryn Muat, LTVA and, Anne Sutterfield, LTVA.

**D. Approval of previous meeting minutes**

## A motion was made to approve the November 16, 2023 meeting minutes. Moved: Doug Williams

## Seconded: Kathleen Mason

## Approved: Unanimously

**E. Approval of Agenda** A motion was made to approve the agenda.   
 **Moved:** Rich Bodine

## Seconded: Doug Williams

## Approved: Unanimously

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

* Jerry Bindel commented on Tuesday night (January 23) the Keep Community First Coalition was at the City Council meeting against three measures.
  + Vacancy Tax. Tax on Second homeowners living in house less than six months.
  + TOT increase. City polling residents to increase up to 2% increase on the November ballot.
  + Minimum Wage. Increase up to $23 per hour. One Council Member wants this.
* Approximately 75 people stood up when asked who was there in support.
* The coalition consists of the local board of realtors, the South Lake Tahoe Lodging Association, a collection of restaurants, Tahoe Keys Property Owners Association, and both chambers of commerce in South Lake Tahoe.
* Rich spoke. Thank you. Plus, other businesses.
* TOT is currently at 14% in the redevelopment area. Plus, the TID assessment of $4.00 if hotel and $5.50 if property management/timeshare. Some properties in the redevelopment area that would be affected are the Marriotts, Margaritaville, Zalanta, and Hilton Vacation Club on Ski Run, not Forest Suites.
* Non-redevelopment areas are currently at 12% plus the TID assessment of $4.00 if hotel and $5.50 if property management/timeshare.
* Jerry wrote a letter to the Tribune pointing out If TOT is increased by 2%, we would be as high as San Francisco. San Diego is at 12.5%. We would be in the top 25 highest in the country.
* In 2016 a 2% TOT increase went into effect for a new Rec Center that will be finished in 2026.
* Carol commented Tahoe Township (the Nevada side of South Shore) is at 14% plus $5.

**AGENDA**

1. **Discussion/Possible Action**
2. **Treasurer’s Report (Bill Cottrill)**

* [PDF of SLTTID Budget with actuals and budget for 2024](https://ltva.org/wp-content/uploads/2024/01/TID-Budget-23-actuals-FY24.pdf)
* A couple of days ago, we got a wire transfer from the City of South Lake Tahoe for November collections, $153,215, of which 95% goes to the LTVA.
* This puts our balance near $100,000. Which is where we want to keep it.
* Checks were written for meeting postings, minutes, and Zoom subscriptions. In November, we paid $20,000 to the city for annual credit card fees.
* Doug asked if the $100,000 in reserves does not include what we have in the Special Projects Fund. Bill: Yes.
* Jerry commented FY24 $3.1 million budget.
  + 2.1% down in October
  + We will probably be a little down in November
* Last year we ended 2% above budget.
* Our management district plan dictates the allocations.
* Doug asked if we used the same budget as last year. Jerry: we did a 1% increase. Budget to budget.
* Actuals ended at over 3.65%. $3.150 million vs a budget of 3.083 million. Great budgeting.

1. **2024-2026 Board Positions** 
   1. **Confirmation of Voting and 2024 Board of Directors**
   2. **Election of Executive Committee**
      * **Chair**
      * **Vice-Chair**
      * **Treasurer**
      * **Secretary**
        + Secretary Kathleen had the following board nominations
          - Dan Evans
          - Greg Carlson
          - Jennifer Cewinski
          - Lisa Underwood
          - Nick Carta
          - Randall Lambach
        + 41 votes from hotels in South Lake Tahoe. All confirmed as paying members of the Tourism Improvement District (TID)
        + Welcome to the board:
          - Dan Evans
          - Jennifer Cewinski
          - Nick Carta
          - Randall Lambach
        + If you ran and did not win, next year we do this again. Please come back. Five are on the next cycle.
        + **Executive committee Elections**
          - Jerry commented he has been the chairman since inception (2006). He is looking to pass the baton. Appreciate all the time and support over the years.
          - We did this initially to take money from South Lake Tahoe. Each year the money dwindled. Every year Jerry and Carol went to the City Council to beg for money.
          - Jerry nominated the current Vice Chair, Rich Bodine.
          - Randall asked why are you stepping down? Jerry: Want to concentrate on the Recreation Center. Needs another million in funding. TID seems to be running well. Great staff at Visit Lake Tahoe. Event Center opened.
          - Kathleen seconded Rich Bodine's nomination for chairman.
          - Doug would like to put his hat in for Chairman.
          - Dan seconds Doug.
          - Discussion about public vs private vote. We follow the Brown Act. So, we should go with the public vote. In the past, we have done private votes.
          - This vote is for one year. Each year in January, we vote.
          - Rich commented he has been on this board since 2014. He has been on the LTVA Marketing Advisory Committee. He has worked with the LTVA since 2005. Would like to carry on Jerry’s legacy and be involved in the community on various boards.
          - Doug commented as chair he would like to see

Expand events

like cookoffs, mountain bike, brews and blues festivals. and tuff mudder. Increase visibility and contribute to the economy.

Expand public relations

Corrective stance. Propose that the LTVA take a more aggressive public relations campaign with a national agency to ensure our story is fairly told.

Supporting small business owners and increase transparency and communication to our members

Lack of resources to send email and have social media campaigns. We need to provide skills and knowledge—workshops, etc.

Transparency/communications. Send timely emails on TID, LTVA, TDVA, and Marketing and events committee, including minutes.

Revise bylaws to ensure member involvement and decision-making processes

require any significant changes to the bylaws are approved by our membership.

Jerry commented how long have you been on the board? Doug: seven years. Why do you think only as chair can you make these changes? Doug: I have pushed for events multiple times over the years. As chair, I can make more changes. Jerry: How would you do events? Doug: Reach out to the community. Start small, like celebrity golf, which started small and grew. Jerry: I like consistency. Concerned taking in a different direction. We have funding. Tried the Blue and Brews festival. The weather was bad, extremely short setup time. We don’t want to see this turn into a rebel organization. If we have our own agenda, not a group agenda. Our message is a full South Shore message. Doug: Not rebellious. Jerry: Part of a team of people who is part of an even bigger part (LTVA) The reason nominated Rich is that he has pedigree and experience working with the LTVA Marketing Committee. You need to work as part of a group. Doug: Thank you for your input. I have brought up continuously about the changes in bylaws. Jerry: We changed the original bylaws on the recommendation of Civitas Attorney. Now it has to go to the Membership.

There was a discussion on whether we sent a ballot out in the mail to change the number of board members. Kathleen was adamant that we had and Anne also remembers mailing them. Doug does not remember a significant number of people returning ballots. Doug: I have been pushing for events for years, which will be shown in the minutes. Jerry: If you get elected, please think about this differently. Doug: If I get elected, I will not do anything the board members disagree with. Jerry: If you are not elected, please bring your ideas to the board. Doug: I have brought events over the years and have been told no.

* + - * + Nick asked about the board structure. Is it like a presidential position? Randall: No executive orders. Jerry: Any action has to be approved by the board. A budget process. 68% goes to marketing. LTVA does marketing. We get two reps on the LTVA board. We give opinions on that board. Collective decision-making. It is all done through a board structure. Nick: Does the Chairman have to sit on the LTVA board? Jerry: Chairman is not required, just two board members. This TID board can determine the two reps we want on the LTVA board. Decisions are made by the whole board. It is a process. We want consistency—institutional knowledge. Our contribution is $3.1 million, TDVA $3.2 million, Douglas Co. $750-$800,000, Celebrity Golf brings in money. The total pot of LTVA’s yearly budget is $6.8 million.
        + Carol commented that we heard the TID last year and supported Harveys to put on Lake Tahoe for Lovers in June and the Ring Starr event in the fall. The Blues and Brews festival, per Dreu, is up against the Bottle Rock Festival in Napa. Asked if he wanted to bid on another time. Robin did not come back with anything. Event Center opened in September. Had three concerts before the end of the year. Also, Hockey tournament with 32 teams for three days. LTVA working on a special events strategy.
        + Jerry: The concerts move the needle like the Lake Tahoe for Lovers at Harveys Outdoor Arena. Carol: Will do another Lake Tahoe for Lovers concert this year.
        + Stuart: We also support Live at Lakeview, which is big with locals and visitors. They are struggling this year. If anyone has any ideas, please reach out. We review those on a case-by-case basis. Nick: Do you work with local non-profits like Keep Tahoe Blue? Carol: Yes, Boys and Girls Club, Chamber, and possibly Sample the Sierra will return this year.
        + Bill commented that there have been lots of events over the years. It is hard to find events. Own the event and pay for the event. LTVA has done a lot. Events cost a lot. We are now very fortunate to have the Tahoe Blue Event Center for sports, concerts, and conferences. Events that we do need to benefit all the lodging properties. Represent equally. Not just the small hotels only. Attend the LTVA Marketing meetings, which is where these event ideas start.
        + Doug wants to clarify what he said about small properties earlier. They don't have the skills or staff to do multi-media, social media, and email sending. We need to assist small properties on how to email and do social media, to get more bookings from past guests, which will lead to more money into the TID.
        + Jerry commented that Visit Lake Tahoe does referrals. They are up tremendously due to the amount of money going into marketing. Everyone has a presence on the VisitLakeTahoe.com website. You are saying you want to get involved in the individual marketing campaigns.
        + Doug: Teach them how to do it.
        + Rich commented that this is more of a Lodging Association thing. Bring in Constant Contact and other presenters. Doug: We haven’t done that in years. I think we should hire someone to teach classes and show them how to do emails, etc. Rich: where would the funding come from? Doug: possibly the LTVA’s budget. It would benefit all lodging properties.
        + Jerry: We are held to our budget numbers, our allocations. Based on the management district plan.
        + Stuart: We have two new staff members, and we will be rolling out our extranet, which will give all the hotels a portal to communicate with us. Brady and Ryn plan to go to each hotel in person to address this and how we can support them. Sometimes, it is just a lack of information. We are all up for boosting people's presence online. Rich brought up a good point about getting Expedia and TripAdvisor to speak. Always here to support.
        + Jerry commented that Expedia is coming to the February 15th lodging meeting.
        + Nick asked if the LTVA takes on individual hotels as clients. Stuart: We support the entire destination. We do not do a play to pay. Other than special co-op opportunities or travel guide.
        + Jerry: Everyone is equal on the website. Randomized listings.
    - **Public Vote for Chairman**
      * 6 votes for Rich to be chair.
      * 3 votes for Doug to be chair.
    - Congratulations, Rich is now Chairman of the Board.
* **Nominations for other officers**
* Rich nominated Kathleen for **Vice Chair**, and Jerry seconded.
* Doug nominated Dan, and Nick seconded the nomination.
* Randall nominated Doug, and Jennifer seconded.
  + Kathleen commented that she is learning how it all works. Came in with an open mind. Got secretary in July 2023. It is not a hard job. We all volunteer and want what is best for the TID. Wants to see transparency.
  + Dan thanks Doug for nominating. Was not expecting to be nominated. I would bring fresh eyes. You guys do great work. There is an opportunity in this town to refresh. All of you would do a fantastic job.
  + Doug commented he was not expecting to be nominated. I will do whatever I can to help tourism, and I am happy to serve.
* **Public Vote for Vice Chairman**
  + 4 votes for Kathleen.
  + Zero votes for Dan.
  + 5 votes for Doug.
  + Congratulations, Doug is now Vice Chairman of the Board.
* Kathleen nominates Bill for **Treasurer.** Rich seconded.
* Doug nominates Nick. I joined the board with the intention of being treasurer. Nick asked Bill how long he had been treasurer. Bill: Since 2010 or 2011. Nick: Are you looking for less responsibility? Bill: Margaritaville is now open, and there is not much to the treasury aspects Nick: If you are looking to pass the torch, I would be happy with your mentoring to take over. I have extensive experience in accounting. Bill: I would love to hang on if I get the votes. Jerry commented that there is also the year-end tax that Jerry had been working on with our accounting people.
  + 8 votes for Bill for Treasurer.
  + Congratulations, Bill is still Treasurer of the Board.
* Bill nominates Kathleen for Secretary.
  + Congratulations, Kathleen is the secretary.

1. **Update: Option for SLTTID $1.00 increase in Assessment**

**Management District Plan Language**

*Starting in the fifth year (2023-24), the assessment rate for hotels and motels and all*

*of the following under management contracts: timeshares, condos, triplexes,*

*duplexes, park model cabins, RVs and homes, may be increased by one additional*

*dollar ($1.00) during the remaining term of the SLTTID, as described in Section V.*

*\*Section 5 is SLTTID Annual Budget Plan*

* + This will stay on the agenda.
  + We have an option as the board from now until the end of this management term, 2029, to approve an additional $1.00, which would go from $4 rate to $5 for a hotel/ motel. and take our $5.50 to $6.50 for VHR, timeshare, and property management per room night. We chose as a board not to do that with everything else that is going on. Kathleen commented that it would be in bad taste if the city asks for tax increases.
  + Jerry has confirmed with the attorney that we can approve anytime.
  + **Doug motioned to table the increase in assessment for another time.**
  + **Rich seconded.**
  + Jerry commented we do not have to make a motion for the future. Just keep it on the agenda.
  + Nick commented that it would be nice to see a bigger picture of where the money to be allocated to. Mutual benefit, more events, etc.
  + Jerry commented that if we had an extra $1, we can’t allocate just to special events has to go into buckets in different proportions.
  + Doug: We can change the percentages on each bucket. 10% or something. I don't know what that number is.
  + LTVA budget may approval process. Fiscal year budget July 1-June 30.
  + Doug, if we wanted to make a change, we would have to do it by February/March.
  + Jerry: language shows that the 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. Also, understand that when you change operations and administration, you are changing people's salaries. Marketing is bread and butter. There is a take to every give.
  + Jennifer: Since we postponed this year, can we do a $2 increase next year? No. Just one time for $1.00.
  + If you want to look at [SouthTahoeTourism.com](https://southtahoetourism.com/), our website has bylaws, agenda, minutes, and our budget.

1. **LTVA Data and Winter Marketing Campaign Review**
   * Stuart Maas, Senior Director of Marketing and Business Development
   * [Link to PDF of presentation](https://ltva.org/wp-content/uploads/2024/01/202401_LTVA_JanuaryBoardMeeting.pdf)
   * 2.5 weeks ago, this was presented to the LTVA Board of Directors.
   * This is the largest marketing budget the LTVA has ever put out. Year-round approach to bolster the shoulder season.
   * [Link to the video that was played in the meeting](https://drive.google.com/file/d/1ZZFKkMmvHFqNAisC1KAYRCs3f2DKXwIS/view?usp=sharing). Danni Winters with Noble Studios presented.
     + Among all American travelers, nearly a quarter (24%) say it is likely that they will take an overnight ski or snowboard vacation this season.
     + Launched winter campaign on November 19, 2023.
     + Paid media highlights year over year (YoY)
       - 15.7 million paid media impressions YoY
       - up 74% in paid media sessions YoY
       - up 1,337% in paid media partner referrals YoY
     + Organic Highlights YoY
       - up 25% organic traffic YoY
       - up 54% organic partner referrals YoY
       - up .1% engagement rate
   * Other similar destinations are seeing mostly flat to below organic traffic YoY.
   * Jerry asked about increased media spend. Stuart: We are up about 20%.
   * Stuart commented that we are promoting other activities like snowmobiling, shopping, and entertainment.
   * Jennifer asked if most of the marketing is put on social media. Stuart: 10 years ago, we did print and billboards. Now, 75% of spend is digital. Email with outside magazine’s database, conde nast and video. You won’t see our Instagram ads in-market. If you travel, you may see our ads out of market. Also, owned and earned channels which is monthly emails with domestic and international as well as meeting planner emails.
   * Sustainability audience. Experiment in Portland and Seattle. Small percentage of marketing. The test showed they stayed longer and spent more. Our main job is to promote tourism.
   * Congratulations to the new board members. Please feel free to attend the LTVA board meetings on the 2nd Thursday of each month. The schedule is on [LTVA.org/events](https://ltva.org/events/)
   * In future meetings, you will see Ryn Muat, our new Communications and Community Outreach Manager. She is Just 2.5 weeks on the job.
   * Campaigns are performing. Feel free to reach out with any questions.
   * Jerry commented that we are spending a million dollars in winter advertising.
2. **Update on Lake Link on-Demand Shuttle Services**
   * [PDF Lake Link handout](https://ltva.org/wp-content/uploads/2024/01/Lake-Link-Reporting-December-2023.pdf)
   * December data,
     + Rides: 13,961 (+77% YoY)
     + Passengers: 19,738 (+67% YoY)
     + Percentage shared rides: 77% (+19% YoY)
     + Average wait time: 36 minutes (-17 minutes YoY)
     + Average ride time: 9 minutes (unchanged YoY)
     + Average experience rating: 4.9 out of 5 (unchanged YoY)
     + NV rides: 4,690 (+2,595 rides YoY)
   * 45% are locals, and 55% are visitors right now.
   * Zones have been expanded as of January 17th. Round hill and Kingsbury are on the Nevada side, and the grocery outlet is in Califonia. This report does not show the expanded area yet.
   * We contribute $25,000 per year.
   * Doug commented that it looks like there are a lot of neighborhoods.
   * Wait times are the biggest battle. Can be up to 40 minutes. The goal is 15 minutes.
   * Doug doesn’t understand the shared rider number. Ride and passenger are the same. Jerry will verify that number.
   * Rich asked what is going to come first: expanding the fleet or the footprint. Jerry: Need more funding to expand the fleet.
   * Nick commented that we need to go into Emerald Bay.
   * Rich checked, and there is a 51-minute wait time on Kingsbury.
   * Multiple funding sources, $25k us, Casinos $25k, Ski Run BID in year 1. El Dorado County, City $750k Douglas Co. $500k
   * The event center contributes $4 per ticket sold to Lake Link. Will be $1.2 million a year. Not enough.
   * Nick asked why the casinos are only paying $25,000. Jerry: They pay taxes in Douglas County, and Douglas County contributes to Lake Link.
   * Doug commented one Council member wants to push a TOT increase to go to transportation.
   * Jerry: Tourism Business Improvement District. TMA will fund a study to see if feasible to have all businesses contribute. Supermarkets, retail, everybody.TBID could contribute $1.2 million. The goal is to get to Emerald Bay. Meyers, only if the county gets involved.
   * Lake Link’s annual budget is a little over a million dollars. The goal is 4 million dollars.
   * Doug commented we could do a $5 entertainment fee for events funded by TID like the Event center does. A music festival, etc., to go toward transportation.
   * Come to Transportation Management Association (TMA) meetings. They are all Zoom. Will let you know when they are scheduled.
3. **Quarterly Newsletter Update**

* + [PDF of Newsletter stats](https://ltva.org/wp-content/uploads/2024/01/SLTTID-Newsletter-6-Q4-2023-Mailchimp2.pdf)
  + 95 opens for the database of 219. Forwarded multiple times.
  + The most popular links were the Ads Library and visitlaketahoe.com
  + The newsletter goes out to all TID members.
  + Approximately 110 members in the SLTTID.
  + Rich commented these are pretty good numbers.
  + Juraj will reach out quarterly to Rich for content.

1. **Special Events Update**
   * There is a Ski Jump event coming March 2nd, Toyota Big Air at Heavenly.
   * Discussion about upcoming snow.
   * LTVA has an events subcommittee. Wants to have four events a year. Heavenly Holidays. Spring event like the Ski Jump Event and Celebrity Golf is huge. Fall foodie event or Halloween with event center headliner, possibly.
   * This is the time to incubate and then bring to LTVA.
   * Doug asked who is on the events committee. A representative from Heavenly, Katie Ficeto, Harrah’s person, Event Center general manager, Carol Chaplin, Jerry is Chair, Bally’s representative and Dreu was at the meeting. Ad hoc committee. Anyone can come.
   * Nick commented about Camp Richardson. Used to have 3-4 events annually. Let's touch base with the new management company.
   * Doug commented Renaissance Faire is moving to Tahoe Valley Campground in August.
   * Valhalla puts on the Great Gatsby Festival and Tea and a summer music series and two musicals-plays that run for two weeks each in summer and September.
   * There is talk about doing an early December lights-like symphony of lights at Valhalla. Christmas lights. Outdoor.
   * This Board can help assist Camp Richardson. Help promote and push events.

**8. SLTTID Special Projects Fund Update**

* + [PDF of Special Projects Fund](https://docs.google.com/spreadsheets/d/1Ys-hf-1UNkgvfg03ZOIToi-KfVf0hTkV/edit?usp=sharing&ouid=100978135911555716887&rtpof=true&sd=true)
  + $147,054.72 in coffers as of 10/31/23. This number does not include November or December.
  + We get money in, and 95% goes to LTVA. 5% in contingency. This Board decided we don’t need anything over $100,000 in contingency funds. Anything over $100,000 in our account goes into this special projects fund.
  + Discussion about the Stage we are looking into buying.
  + Discussion about monies to still come out. Already paid Valhalla for the year.
  + This started before the Blues and Brews Festival (which cost $100,000).
  + Marketing goes through the LTVA’s normal marketing channels.
  + Discussion about lack of large venue we can use. The only big parking lot is Heavenly. Tom Fortune open to a Spring or Fall event.
  + Doug would like to get on the events subcommittee. Jerry will let Doug know when next meeting.
  + Discussion about the zones around town. The Y, Stateline, Ski Run, etc.
  + Discussion about different large Blues festivals around the country.
  + Lake Tahoe for Lovers cost $300,000.
  + Dan asked about food festivals. Sample the Sierra through the Chamber. Has not had one since Covid.
  + Snowglobe insulated us in case of this type of weather.
  + Heavenly Holidays had approximately 8,000 people. Rich commented that 8,000 is not a lot. We don't have a venue to hold more than that.
  + Harveys Outdoor Arena's capacity is 7,000-10,000.
  + The Event Center's capacity is 5,000, depending on what it is, whether it is a concert, etc.
  + Nick commented, let's fight to grow this.
  + Jerry commented there is also an LTVA opportunity budget item. Contributed by Douglas County, etc. Need ideas.
  + Doug commented we contribute about $400,000 a year, which is about 13% of our budget. Jumped up in 2019 from 8% or $200,000.
  + LTVA Opportunity budget item goes to things like Lake Tahoe for Lovers, Big Blue Brews and Blues, etc.
  + Dan commented that we could take it up to 15% when we get another $1 funding.
  + Discussion about the City Council and recruiting two new people.

**Board Member Comments**

* + Greg with Black Bear talked about how their wine bar is open to the public. They have 31 rooms, including the rooms from the Deerfield Lodge that they took over. Will be doing renovations starting in March. Having a great year, even with light snow. He used to work for Vail Resort, Kirkwood, Heavenly, and Northstar.
  + The next coalition meeting is on the 31st at the Board of Realtors by the Tahoe Keys Deli.
  + Doug spoke to Kristy Wilson, who runs political campaigns. In 2022, 20 million dollars ran through her company to get elected. Owns Embarc. Lives in Meyers. Happy to help us out. She is a heavy hitter in State Politics. She is a second homeowner.
  + Doug commented that we need to decide if we will change the allocation in the events bucket before the LTVA budget process in the next meeting.
  + Randall asked how much money is sitting in the LTVA accounts. Jerry: There is a requirement to have money in reserves if things get shut down. Money in interest-bearing accounts, etc.
  + Doug would like to go line by line of the LTVA balance sheet. Look at accounts payable for the future.
  + SLTID is only responsible for our portion of the LTVA budget.
  + Dan commented that some of this marketing budget should go to PR for negative messaging about Tahoe.
  + Jerry: Political issue. CHP, Caltrans. I've been in meetings. They are telling people that it is too dangerous to come up. We are telling people to come up as soon as it is safe.
  + Doug commented John Jennings brought up in a Lodging Association meeting about how the North Shore is proactive in working with CHP and Caltrans. South Shore did not have the same message about being open when the roads cleared.
  + Discussion about City Council. Jerry: Legally, the SLTTID cannot take a political position. The Lodging Association can.

Next meeting - March 28, 2024. Fourth Thursday of every other month.

The meeting was adjourned at 3:45 pm.