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

**Board of Directors Meeting**

**Forest Suites (Tallac Room)**

**1:00 pm, Thursday, November 21, 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, Dan Evans, Beach Retreat & Lodge at Tahoe, Jennifer Cewinski, Stardust and Americana, Randall Lambach, Bluelake Inn, Nick Carta, Fireside Lodge, and Playpark Lodge.  
**Board members absent:** Kathleen Mason, Holiday Inn Express,

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

Lodge, Drew Phillips, Landing Resort & Spa, Sue Barton, LTVA, and Brady McIntyre, LTVA.

**D. Approval of previous meeting minutes**

## A motion was made to approve the previous 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:** Jerry Bindel

## Seconded: Jennifer Cewinski Approved: Unanimously

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

* Jerry commented that the Lake Tahoe Visitors Authority Board and the Lodging Association Board have approved the letter to the City of South Lake Tahoe regarding Heavenly and snow plowing. Allowing for cooperation relating to snow plowing. Not having anything to do with annexation, but safety and getting shuttles up to Heavenly for our guests and the general service levels we will require this winter. We thought that using plowing, where Heavenly wants to be able to plow Ski Run Boulevard and Saddle and going up to the mountain to the benefit of the city, so the city does not have costs involved, would be in the best interest of the city, the residents, the guests, and everyone else. And our letter said that should not be a negotiating tactic. We said let the city and Heavenly Please talk amongst each other, but safety and plowing are of the utmost importance.
* Randall asked if we are going to do a letter from this board. Jerry: It is not on the agenda, would love to though.
* Rich commented that a third letter would not make that much of a difference anyway.
* Jerry commented on an article in the Tribune, [City Council further approves heavenly annexation, discusses public safety concerns](https://www.tahoedailytribune.com/news/city-council-further-approves-heavenly-annexation-discusses-public-safety-concerns/). Did anyone hear that conversation at Tuesday night’s council meeting? Sue did. It was just an annexation conversation. There was conversation about the letter from the LTVA encouraging the city to continue to have conversations with Heavenly about this important safety issue of snow removal.

**AGENDA**

1. **Discussion/Possible Action**

* **Discussion: Elections/Nominations**
* Randall: There are three nominations for each category, except for \_\_\_\_\_
* Jerry: Kathleen is out this week collecting her award.
* Randall: She is getting second place, when they previously had told her she was getting first place.
* Jerry: When she gets back, we will get it out to Redwood Printing. No meeting in December.
* Jennifer asked if Redwood Printing would do everything, including the mailing. Yes.
* Sue commented you will want to give Redwood Printing a week to get everything together. How many, etc.
* Jerry will reach out to Redwood Printing.
* Doug, how many members do we send to? Jerry: Don’t know the count off the top of my head.
* Sue commented that she recommends you get the city's mailing list immediately. It may include some closed properties, etc.
* Jerry commented that we need only TID properties. Anyone who contributes to the TID gets to vote.
* Jerry will look at the list. Jerry is not running. Rich will help.
* **Action: Election Ballots**
* Redwood will create a ballot. We will give them the template and the names.
* Randall: We are giving everyone a month to vote.
* Jerry: Our next meeting will be in January. We need a third, like 42 votes. We have had to go back out in the past because we needed more votes.
* **Discussion/Action: Vacant LTVA Board Seat**
* Rich: Because Bill resigned from Margaritaville and moved to Wyoming, we have a vacant LTVA board seat that Bill was holding. Since we have so many people up for election, if we are going to fill that seat right now, we should fill it with someone not up for election this time.
* Sue commented there is no December LTVA Board meeting. The next meeting is on January 9th.
* Jennifer: I said before that I was interested in that, and I am still interested. I'll put my name in the hat, I would certainly like to be part of that.

**A motion was made to have Jennifer Cewinski take Bill Cottrill’s vacant LTVA Board seat.**

**Moved:** \_\_\_\_\_\_\_\_\_\_\_\_?

## Seconded: \_\_\_\_\_\_\_\_\_\_\_\_?

## Approved: All approved

* Jerry is not running for this TID board this year. There are some great new candidates. It's great to have new representation. I would like to ask as a request to the board, whether we do it this meeting or the next meeting to take a vote that's up to the board, I'd like to stay as a representative of LTVA for the TID and come back to the meetings and report to the TID. If we have two new people on the LTVA board, as we mentioned in previous meetings, that might be a bit challenging. It's at the pleasure of the LTVA board, but I'm the chair currently, and I'd probably maintain that position if the board so desires. That's a good representation of the TID.
* Randall: You are on the board and will stay until we get enough votes.
* Doug: I don't know if that is something we need to discuss today.
* Sue: LTVA is in an interesting position because we have a board of seven people, and two positions are vacant currently, so we have five tenured board members, and it takes a while to get up to speed, as you will learn, Jennifer. We lost Tom Fortune with his retirement and his replacement has not been selected yet. He was a TDVA representative. We also have our NV At Large rep which was Corrina Osborne.
* Doug asked what do you mean by termed out?
* Sue: We have term limits for certain positions. Doug: What is the term? Sue: Two-year terms. Corrina started in January 2021.
* Jerry: How does the selection of that position occur? Sue: She was Nevada at large, and the board was asked to put forward nominations. The board nominates new Nevada businesses in tourism, Douglas County, to be considered and voted on at the board meeting.
* Doug: I'm confused, so the at-large seat, is Nevada only at-large?
* Sue: No, there's also a California at-large, which is occupied 100% by the city of South Lake Tahoe per a by-law amendment requested by Cody Bass some time back.
* Jerry: So you have one Nevada at-large and one California at-large.
* Sue: Right, but California at large is only the city.
* Jerry: The city doesn't have to have a council member, but it has to represent the city.
* Doug: So the Nevada side has four votes?
* Sue: We don't look at it that way.
* Jerry: The difference is that Douglas County contributes through their TOT. So you have Wes Rice, and there's no balancing on the California side to West Rice. You've got the at-large California, in which the city used a negotiation tactic and said we will approve an extension of the TID by 10 more years if this at-large is actually something that the city can control, and not put the work.
* Doug: At one point the city had its own seat just like Wes has his own seat.
* Jerry: Then the city when they went away from TOT lost that seat.
* Doug: That didn't happen until six or seven years ago and it took it away because it used to be the at-large. It was one from the city, one from Douglas County, and then two each from LTVA, TID, and TDVA, and then one at-large that was both sides.
* Sue: No. From the formation of the LTVA in 1986, Douglas County is a founding member of the LTVA and holds their own seat and they contribute annually which is what allows them to keep that seat.
* Doug: Yes, but my understanding was that the city also had its own seat but it was taken away. I remember us voting on that.
* Sue: Well, the city seats were replaced by TID seats. The city was contributing, they got two seats, and when the city stopped contributing, but the TID came in, the TID got two seats.
* Jerry: We always had seven seats.
* Doug: I always was under the impression that the at-large seat could go both sides. It could go either Nevada or California. And that's not true.
* Sue: That's not the way our bylaws are written. Our at large are one California, one Nevada. And then the city requested the most recent amendment to our bylaws that the California side be stipulated as the city of South Lake Tahoe seat.
* Jerry: We didn't want the city to have any, because they really don't contribute, but they approve our TID every year. It can be any city appointee. Yes. It can be an employee, it can be anyone. It doesn't have to be a city council member. But the city council elects it. They have to elect it.
* **Discussion: LTVA Update**
* Sue: We did send out your third quarter newsletter, which I hope you all received, and we crave feedback. It comes from Rich, and Rich works collaboratively with us to send you relevant and interesting information. We sent out 202 active email addresses only to TID members. So of course some businesses might have three people that they would like to receive within their organization. We had a 55% open rate, which is above average by far. We have a 13% click-through rate. Two bounced, and we figured out what both of those were. They were old addresses of people who no longer work for Lake Tahoe Resort Hotel. And we had one unsubscribe. If there's anything you'd like to see or any questions you have. What we try to do a lot in that newsletter is to direct you to the ltva.org website, which is where we carry statistics, opportunities, and that sort of thing. Not so much our visitor website, which is visitlaketahoe.com, but really the business to business website, ltva.org.
* Jerry: It was a good newsletter, I thought. Zartico also has a lot of great information. Question: You put the STAR report in the LTDA board packet?
* Sue: It is not legal for us to post it. As the DMO we have to sign an agreement with STR which is a global company that indicates that we will not share the information in that manner. We are allowed to share it with boards and committees, but we cannot put it out there for the world to see.
* Discussion about contributing information for the STAR report.
* Sue: A useful management tool. LTVA pays for your participation, so you would get just the basic report with your comp set, and I think you get five. And then if you like it so much that you want more detail, whatever, then you can enter into your own relationship with them where you pay, I would say a nominal fee, but it does go up, to get more robust reports. But just the basic reporting, that is handled for you through the LTVA and then if you like it so much that you want more detail, whatever, then you can enter into your own relationship with them where you pay, I would say a nominal fee, but it does go up, to get more robust reports. But just the basic reporting is handled for you through the LTVA. And for the record, it's not unusual for our regulars, if they miss a month, to get a call from me that says you didn't turn in your numbers. And then they go, actually I did, but they were late. And so then they catch up the next month. But I only know that because either there's a dot or there's not a dot. We don't see what you submit. So the confidentiality is, you know, fully protected.
* Discussion about North Shore ADR.
* Jerry: compare us, year to date, compare us on the highlighted on REVPAR to Mammoth. Right, Mammoth, which is two from top. Mammoth is actually down REVPAR 10.7%, we're up 11.6% REVPAR for the year. That's great. North Shore is down 1.5%. Again, we are actually the best in the Comp Set.
* Sue: September was a really strong month for us as well. And I think we were packed with what we had going on at the Tahoe Blue Event Center. If you look at our comp set, this is who our marketing committee has determined is our current comp set. But we will always take conversations. This is the maximum number we can have based on the contract that we have. We can always contemplate with discussion a change to the destination.
* Discussion about Anaheim in the comp set.
* Sue: If it has a plus next to the name, like it does for Mammoth Lakes and North Lake Tahoe. That's because we have a custom set so if you just pull strictly from the STR set we would be locked in with places like Roseville. So their map is really weird in terms of how we do it. What we do with our contract is we require them to only represent our properties. And then with recent negotiations, last few years, we have been able to include a few of the Nevada-side properties as well.
* Nick: When's the next time we're going to see this table here? Because I'm curious how our winter does with our skiing draw.
* Sue: This is the October report, which came out on Monday. The next one will be November and we should have that by about the second week.
* Nick: I'm just curious, for example, if you're looking at Monterey, Carmel, and San Diego, they're pushing into the 70s, we are below 60s. I'm curious, after Peak season and how well Tahoe compares.
* Rich: It's going to be interesting this year,with Sierra being part of the Icon Pass. I think it is going to help us out tremendously.
* Sue: If anybody has any interest in participating, please connect with me.
* Nick: The old Little Norway has been demolished, and there are plans to put a gas station and, I believe, 12 rooms.
* Brady: Our new winter creative is approved at the 11/14 board meeting. It's very similar to what we've done in the past. Beyond that, some ads. That will probably last for about another year while our new campaign is worked on. It's going live in all markets this week, so we're starting to push the scheme, and winter activity's pretty heavy. Now that Heavenly's open, Sierra and Kirkwood are coming. The media plan for January through June was also approved at the last board meeting. It's a similar mix to what we've done before, med ads, display ads, print ads, ads on digital, email, and then outside TV, as well as a couple other smaller things. Markets stay the same with LA, Las Vegas, San Diego, Dallas, Chicago, select channels, and drive markets in San Francisco and Sacramento. Then our sustainability ads are still being served in Seattle, Portland, and Fresno. The last little thing is we decided on an event strategy called the Altitude and Awe events. The two tent-pole events that we funded so far under there are Toyota, the Air & Apres at Heavenly, alongside the big concert that they're going to have at Cal Base that weekend at the beginning of March. Then, there will be a natural selection tour at Kirkwood, and they're going to throw a big concert at the Tahoe Event Center.
* Jerry: They haven't announced the event center talent yet. Brady: Not yet.
* Jerry: Kirkwood is outside of our area, so if you have the event at the event center, if you will, that draws people into the town for the events.
* Brady: There's going to be a community ski day at the Heavenly. So the way National Selection works is kind of like Mavericks, where they have a weather window of a week, but then we compete for two days. So the rest of the days are down days, so they'll have a community ride at the Heavenly. And a small contribution to the city for the gingerbread contest through the Festival of Lights.
* Jerry: Do you remember the amount for the winter campaign? The whole ad campaign? How much we denoted from a budget standpoint?
* Brady: Media buy was 1.8 million for the first six months.
* The good thing about the way the campaign is structured or the buys are structured, it is all very adaptable. So we can change, because it's mostly digital, it can change on the fly, depending on what conditions are and what's happening.
* Doug: I remember our last meeting you guys told us there was a certain amount of money left over in the budget for events and with these ones that have been approved, I think it was like five hundred fifty thousand or somewhere in that range. How much of that has been not allocated yet?
* Brady: I think we're sitting at $380,000. We have ten more events that have approached us; just haven't gone through the whole process. These were the most timely ones, they're in winter, but we're looking at some stuff for the spring and then next summer as well. We've been submitted over a million dollars worth of events just this year.
* Sue: Against a $600,000 budget.
* Doug: What kind of events have they been?
* Brady: We're looking at a cook-off, a big music festival at one of the campgrounds up here, a diving event at the event center, a foam run, a trail run camp, and a few day events.
* Discussion on the trail running event, possibly in late September. Waiting on whether or not Vail will work with the promoter.
* Discussion about the Electric E1 event. E1 approached Las Vegas a few months ago. Las Vegas turned it down. E1 is essentially an iteration of Formula E, which is an iteration of Formula 1. It's electric car racing, but on the world circuit. They approached Lake Las Vegas. So then they shifted up to the RSCVA, who looked at co-opting it with us potentially. We really started doing a lot of work, RSCVA backed out and asked us for $2.5 million. We talked them down a little bit in cash, but we would have to find a title sponsor and provide in-kind. So we're not saying no to it, it's just with the amount of time we have with that race being September of next year, we're looking at 2026 potentially. And hopefully gain a little more confidence after they host one in Miami next year to see how it does in the Americas. Because it does well in Europe and the Middle East, but those are European, Middle Eastern type sports, so who knows how it will do. They are single-captain electric. They're on a high foil. They're like pretty cutting edge technology. There's a lot of money behind the technology. I think they're trying to take the electric car world and push it to boats as fast as they can. That makes sense. So we saw the sustainability aspect of it being really cool. It is an internationally televised, like, largely watched thing. Tom Brady, Will Smith, Steve Aoki, the DJ, and a couple other professional athletes. So there's a lot of media buzz value around it, but for two and a half million in 10 months.
* Doug: Has it been run by TRPA?
* Brady: We had talks with them, and they didn't express any initial concern. Our timelines just didn't match up. This is why we're looking at a potential 2026 to get our ducks in a row before we do that.
* Jerry: That's a big ask for risk in a short time. You have to do traffic studies. 20,000 spectators.
* They install charging docks and they leave them behind.
* Nick: How much did the rec center cost? Jerry: $72 million.
* Doug: Bill has resigned from this board. Is there anything that's going to be needed for the treasurer to do between now and the next meeting?
* Jerry: There is nothing that can't be done by, I mean we can certainly have a treasure just to have a treasure, but we do the normal transfer of the funds, the 95%. I mean you see I copy you on everything because I still get all the comments from the auditors who are auditing the LTVA like to do every year.
* Doug: So essentially, you're the temporary treasurer?
* Jerry: I'm doing the question and answer that's required right now. I'd be happy to take on the temporary role of treasurer if the board likes it. I've just been kind of doing it de facto. Whoever is treasurer there's a bit of work to it, so that you know, whoever takes that position has to be ready. I’ve got all the institutional knowledge so I can pass that over. Bank account, the ownership, what and how you do it all.
* Randall: I thought Nick was interested in that.

**A motion was made to have Jerry Bindel continue as de facto treasurer.**

**Moved:** Randall Lambach

## Seconded: Jennifer Cewinski

## Approved: All approved

* **Board Member Comments.** None
* **Public Comment** (Non-Agenda Items, 5-Minute Limit). None
* **Executive Session**

Next meeting - January 16? Location TBD.

The meeting was adjourned at 2:42 pm.