

SLTLA Meeting Minutes
Thursday, January 8, 2015
Lake Tahoe Resort Hotel

Board Members present:

- Arnaud Robin, Doug Williams, Jim Blossey, Pat Ronan, Rich Bodine, Tom Davis, John Steinbach, Marlena Frietas, Bill Orman and Jerry Bindel

Budget:

- \$5,538 in the bank
- Invoices will be going out soon for 2015

Holiday Overview:

- Snowglobe was a big success for Inn by the Lake (50% of rooms were booked with Snowglobe)
- Snowglobe 3 year contract has concluded and promoters are looking for a new venue. LTCC may not be an option for next year.
- Only 3 medical transports for the holiday
- Minimum arrests over the holiday
- Heavenly Village NYE event was a huge success

Montbleu -Dreu Murin

- Concerts
 - Kool and The Gang and The Guess Who is coming up
 - 3/27 The Beach Boys
- Comedy Acts coming up: Lewis Black
- Convention center is now re-opened
- Marquee board will be updated once TRPA permit comes through
- Boogie Nights will be reopening and is being run by a promotion company from Atlantic City
- Opal Ultra Lounge: \$1 drink nights on Friday and ladies drink free on Saturday night, GoGo competition every Thursday night, winner gets \$1000 and
- Ciera Steak House: 3 Courses for \$30 (Sunday, Wednesday and Thursdays)
- Outdoor venue is coming back this summer and can hold 2500-3000 attendees
- \$10 New Year Steak and \$0.99 tacos at Del Sol

KAME TV -Dreu Murin

- New Reno Fox affiliate station in Tahoe located in Round Hill
- Covering Tahoe events and stories in real time
 - 35 reporters region wide
 - Expanding in to the Truckee area
- Full HD and available on Dish and Cable
 - Ch. 7, Ch. 21 -Check your local listings for channel information

- Partnering with resorts around the lake for live conditions content
- Goal of the station is to bridge the gap between Reno and Tahoe
- Dreu will print out Channel lineups for lodging properties

Sierra Mountain Sports & Tahoe Sport Fishing –Mikela Bird

- Tahoe Sport Fishing is operating all year round
- Macanaw Trout is fishing in the winter
- Brown & Rainbows in the Spring
- Kokanee Salmon in the Summer
- Comp card available for lodging staff members to experience fishing tours
- Sledding hill just opened at Montbleu and will be opening at Lake Tahoe Golf Course once we get more snow
 - Snowmobile: \$60 per ½ hour and includes helmets for two
 - 8 new kids machines
 - Tubing Hill: \$35 per hour for large tube

Tahoe Adventures –Jeremy

- Snowmobile tours in winter
 - Operating 9am-4pm
 - Clothing rentals are available
- Only tours available is the Hope Valley Tour out to Blue Lake
 - 7100 feet to 9200 feet
 - 30 miles / 2 hours
 - \$125 for single rider and \$150 double rider
- Comps available to all lodging staff to experience tour.

LTVA-Anne Sutterfield

- Restaurant week kicks off Friday, January 9th
 - 24 restaurants participating this year
 - Check TahoeSouth.com for a list of menus and discounts

Chamber –Emily Abernathy

- 1/15 Annual BAHM! For Charity to benefit Christmas Cheer and Bread & Broth
 - Bring non-perishable food items to receive extra raffle tickets
- 3/27 Annual Business EXPO “Innovation in the Basin” at Harrah’s
 - Sign up for your booth space before 2/27 and get free admission to the Business EXPO prep. Workshop
 - Sign up at TahoeChamber.org

City of SLT –Tom Davis

- Working on Recreation Master Plan. To be finalized in next 6 months
- Continuing hwy 50 improvements

- Once street lighting gets turned over to City from Cal Trans there will be pole banners put up to make the streetscape look even better
- Live at Lakeview will be back for the next two years.
 - Currently a RFP out until 2/8 for a producer to take on the production of that event.
 - OnCourse is in the running
- City hired a full time staff person to research TOT violations

SLTWHA -Lori Crammer

- 3/22 Spring Bridal Show at Montbleu

Operation Sierra Storm -Pat Ronan

- Funded by the LTVA and hosted by Heavenly
- Group of meteorologists in town from all over the world
 - They come to experience Tahoe and to see weather for themselves
 - Opportunity to let them know their reporting style effects our economy

Sierra at Tahoe -Matt Palacio

- 34 trails open right now
- Plenty of snow up there for skiing/riding

Heavenly Mountain Resort -Arnaud Robin

- Mountain is open and thankful for the support of the community

Kirkwood Mountain Resort -Arnaud Robin

- 100% of mountain open
 - 1 of the 2 resorts in the basin that is completely open
- Skiing/riding is great up there

Northstar -Arnaud Robin

- Half Pipe will be opening Friday, January 9th