

South Lake Tahoe Lodging General Meeting

12/10/15

LTVA Conference Room

BOD Present:

- Marlana Freitas, John Steinbach, Jerry Bindel, John Shaffer, Doug Williams, Pat Ronan, Rich Bodine, Jim Blossey,

Budget: \$12,964

- \$500 donation to Christmas Cheer
- \$500 donation to Police Officer's family

Board Elections:

- 81 and Up board spot it is being contested
 - Jim Blossey with Motel 6...31 votes
 - Incumbent
 - Shane Shroder with The Landing...26 votes
- John Steinbach is retiring and Bill Cottrill will be taking his seat

Guest Speakers:

- Carol Chaplin –Executive Director for the LTVA (power point available)
 - Winter Campaign
 - Previously just in Northern Ca.
 - Branching out in to Southern Ca. for the second year (Los Angeles & San Diego areas).
 - North Tahoe and Travel Nevada are also in those markets
 - Air service is complimenting this campaign with more flights being added from Los Angeles area.
 - Marketing campaign branching out to increase overnight visits for Sun-Thur.
 - TahoeSouth.com website is intended to inspire a visit and then visitor will book from there
 - Campaign is targeting the younger traveler
 - Emphasis on outdoor recreation
 - Targeting through social media, eblasts, and digital media
 - Creative for the campaign is bright and fun complimenting the Summer version
 - shows lake, gaming, night life and winter recreation
 - Operation Sierra Snow conference

- Created to talk to meteorologists about the impact they have on the visitor traveling to Tahoe.
 - CA Senator De Leon will be the Keynote for this year on January 10th (Fri) in the Improve at Harvey's.
 - Amgen Tour of California is coming back in 2016
 - Men & Women events on May 19th
 - Heavenly Ca. Base will be the expo location
 - Men's final stage of the race coming in from Lodi
 - Will have the highest elevation in the history of the race
 - 180 racers expected
 - American Century Golf contract has been extended and will be back
- Montbleu -Dreu Murin
 - 25 million dollar remodel is complete
 - New directors are in place
 - Karaoke every Thursday night at HQ Fire Bar
 - Go Go Contest at Opal on Thursday nights
 - NYE event is building up...check out website for more info.
- Mountain Resort TV –Mikala Bird & Dreu Murin
 - Based out of Round Hill on KME my 21
 - NBC & Fox affiliate
 - Local Tahoe Athletes show received a Telly award
 - Guest hosts like Jamie Anderson, Hannah Teter, & JT Holmes
 - 8-9am
 - Airing in 42 markets
 - Tahoe based shows
 - Local reporters looking for Tahoe news and events
 - Reach out to Mikala Bird if you have event info to share.
 - Tahoe Adventure show picked up in Sacramento and Salt Lake City
 - Media kits available for lodging properties
 - Will host a ESPY style award program in April with Jamie Anderson as host
 - 10 different awards in action and extreme sports field.
- ARAMARK –Lake Tahoe Cruises & Zephyr Cove Resort
 - Hoping to open Snowmobile center Saturday, December 12th.
 - Multiple tours that reach 9,000 ft. with 45 miles of trail
 - Clothing rentals and free transportation available
 - 2 hour Lakeview tour
 - Full moon tours once a month
 - Let's Ride tour which covers more terrain

- Private Tours & group tours available
 - Kids ride free every Tuesday or Thursday (under 16)
 - MS Dixie will have daily day tours and dinner cruises on Saturdays
 - More dinner cruises during holiday
 - Pints & Paddles starts 12/30...
 - NYE cruise 9:30-12:30
 - Tahoe Queen is offline during the winter
- Sierra Mountain Sports –Mikaila Bird
 - Hoping to open December 12th.
 - 3 tracks around the area: Tahoe Paradise, Lake Tahoe Golf Course, and Montbleu
 - Tubing and snowmobile options
 - Kids snowmobiles for 12 and under
 - Only snowmobile retailer in town
- Tahoe Sports Fishing
 - will continue to fish throughout the winter months
- Sierra Tahoe –Matt Palacio
 - 2200 vertical rise & 2000 acre ski resort
 - 30,000 square ft. mutli-use plaza in place
 - Provides more space for guests to sit and relax
 - 9,000 square ft. eatery that is new
 - Diverse F&B offerings to cater to ethnic tastes and visitors
 - Home to Olympic Gold Medal Athletes, Jamie Anderson, Hannah Teter, and Maddie Bowmen
 - Wind protected slopes
 - 2015-16 Lift Tickets
 - \$93 regular /\$97 holidays
 - Lodging tickets are discounted beyond that
 - Smart Terrain on beginner runs
 - Groomer created banked turns that help beginners to link turns
 - Kids Ski School 3 pack available
 - Adult Ski & Ride school
 - 10am & 1pm lessons
 - Adult lodging tickets can be exchanged for lesson package at no extra charge
 - Blizzard Mountain
 - Lift service tubing hill
 - \$25 for two hours
 - Usually sells out, send guests early.
 - Shuttle Service to Sierra

- All West Coach Lines will be serving Sierra route this year
 - Hwy 50 new ordinance for passenger buses
 - New chain regulation ordinance for buses traveling on snow days.
 - Makes it impossible for buses to travel to South Lake on big snow days.
 - Will create issues with lodging groups, bay area ski bus, and other large groups traveling by bus.
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- Chamber of Commerce –Emily Abernathy
 - EXPO Sign Ups are now open on TahoeChamber.org
 - Annual Charity Mixer will be at Riva Grill 1/14
 - Go Local & Win contest going on through 1/1
- LTVA –Anne Sutterfield
 - If you do not currently receive Tahoe South communications email Anne to get on the distribution list: Anne@LTVA.org
- City of SLT –Tom Davis
 - New Mayor Wendy Davis and Mayor Pro Tem, Austin Sass
 - HWY 50 update:
 - Minor work to be done next summer by utilities company
 - Complaints about experience level of flaggers are being addresses
 - Project will start in 2017 and will include curbs, sidewalks and drainage from trout creek all the way to the Y
 - 2 year project
 - Caltrans have eliminated the pedestrian lighting and will only put in a conduit instead
 - City would like them to include lighting and will be working with Senator Gaines and Caltrans to accomplish that.
 - Hwy 50 closure at Echo Summit to replace the bridges
 - Totally and partial closure options
 - 1 summer season possibly 2 to complete
 - Holiday decorations on Hwy 50 will increase each year with more support from Lodging and Chambers
- Loop Road Project
 - SLTLA Endorsed the project in concept
 - More research needed
 - Housing issues are being addressed in the current plan
 - Still need to figure out finance issues
 - Construction period is about 2 years