

South Lake Tahoe Lodging Association
February 11th, General Meeting Minutes
Inn by the Lake

Board Members Present

Pat Ronan, Jerry Bindel, Rich Bodine, Doug Williams, Jim Blossey, Tom Davis

Budget

\$18,009

Monthly Topics

Visit California

- Moe McElroy – mmcelroy@visitcalifornia.com
 - New district representative
- Designed to create desire for the California experience
- Marketing structure:
 - Brand USA
 - Visit Ca
 - High Sierra
 - SLT
 - Your hotel
- Visit Ca. works to market destination and bring travel writers to the destination in partnership with local visitor authorities
- Visit Ca. Board of Directors oversees the various Marketing Advisory Committees
 - Snow committee
 - Review and provide guidance on shaping of the winter campaign for Visit Ca.
 - Winter specific messaging and content generation
- Visit Ca has increased marketing power because of projected growth
 - 100 million marketing budget for 2016
 - \$118 billion in 2014 in annual travel related consumer spending in CA
 - Continued growth in lodging revenue projected in 2016
 - High Sierra Travel Impacts (powerpoint)
 - Room demand from Sept-Dec was up from prior year
 - Jan and Feb have higher ADR than fall and spring
 - Other regional data available per request
 - Dream Big Dividend Work Plan
 - 14 key markets and \$12 million in global marketing effort
 - Dream 365 initiative (look on youtube channel: <https://www.youtube.com/user/VisitCA/featured>)
 - 6 mil to 12 mil increase in global marketing
 - 3 Tiers for Brand Markets
 - 1 -USA, Canada, China, Mexico, Brazil, Australia
 - 2- France, Germany, S. Korea, Japan

- 3- India, Scandinavia, Italy
 - Brand Refresh –“Average Joes”
 - Commercial:
 - <https://www.youtube.com/watch?v=0dIpiOs8bJQ>
 - Winter Wave Campaign
 - Catch the winter wave commercial:
 - Digital media campaign Nov-Feb
 - 28.7 million impressions
 - Enews letter to 300,500 subscribers
 - Commercial on several media channels
- Visit Ca. industry website
 - Industry.visitcalifornia.com
 - Provide content to Visit Ca. (Your photos, videos, events, editorial)
 - Submit: Lucas Himovitz, lucas@visitcalifornia.com
 - Marketing templates and images for your business
- Social Media
 - Get your business in the conversation
 - Visit Ca on FB, Twitter, and Instagram
- Outlook Forum –Annual Visit Ca. Conference
 - Feb. 21-23 in San Francisco
 - All international partners will be present
- Visit Ca. Board meeting (open to the public)
 - Feb. 24
 - Westin St. Francis –SF

Nevada Department Of Transportation:

- Devin Cartwright. Dcartwright@dot.state.nv.us . 775.888.7660
- Road Construction Projects to start in May
 - Tunnel Extension at Cave Rock
 - Significant rock fall in early Feb caused damage to the existing tunnel
 - Currently have safety mesh fencing in place until the construction start date
 - 3 options to fix the problem
 - Rock scaling option: pulling rock off the hillside. More intrusive to the area and dangerous to workers. Washoe Tribe will not allow this option.
 - Steel Mesh Fencing option: allowed under emergency measure only. Not a long term solution.
 - Tunnel Extension option: 60 foot extension that will act as a platform to catch any falling rock. Safest and most long term option.
 - Tunnel safety enhancements
 - LED strip lights will be added to both tunnels

- Paint the inside of the tunnels white to increase reflectivity of bikers riding through
- Improve the safety signs with small changeable message boards. Message boards will only be active if something is going on in the tunnel (ice, bike in tunnel) using radar to detect bicycles or ice.
- Repave the road way in both tunnels
- Looking at exterior service of the east bound tunnel to color match to the other side
- Traffic control during construction
 - West bound tunnel will be closed during construction
 - Will have 2 way travel in the East Bound tunnel
 - West bound tunnel will be closed May through October
 - All signature road events have been made aware of construction and have created alternative route plans.
 - Hwy Patrol and flaggers will be monitoring the area
 - Construction contract is out to bid currently and includes incentive to finish early
- Other NDOT projects
 - Track Escape ramp in Incline
 - Bike Path off of Hwy 28
 - Water Quality improvements
 - 2 miles south to 1 mile north of Glenbrook
 - Getting rid of old eroded shoulders, taking out old drop inlets, repair old pipes underneath road way
 - Traffic control will be very basic. Outside lane closure with traffic restricted to fast lane.
 - Short periods of one lane only traffic for repairing pipes

Meyers traffic issues –Rich Bodine

- North Upper Truckee is getting backed up from visitors trying to avoid chain controls and find alternate routs. Businesses are being asked to their
- Businesses and lodging properties help to get the word out to have guests leave early in the morning, or possibly offer discounts to stay over on Sunday night.

Tahoe Area Mountain Bike Association: Ben Fish, President

- Volunteered base group formed in 1988 and restructured in 2010 Destination Mountain Bikers spend comparable amounts to golf travelers
- TAMBA does not have marketing or staff budget and needs support of partners to help market and fund events for mountain bikers.
- TAMBA does 4000 hours a year of trail building work
 - Helped construct the new Bijou Bike Park in partnership with the city
 - Promotion of the area as a mountain bike destination

- Bike Magazine April issue
 - Mountain Flyer feature issue
- Bike events that bring in some of the top professionals in the world
 - Roads to Toads ride from Mt. Rose to Meyers
 - 65 miles ending in Meyers
 - August 28th or August 4th tentatively
 - Races and Group Rides
 - Corral Halloween Night Ride
 - Meyers Mountain Bike Fest 8/20-21
 - Expo area, music, kids rides
 - Trail Days
 - Work days for visitors and locals
 - TAMBA Website
 - Free trail maps
 - Updated trail conditions
 - Other free resources

TOT Increase –Pat Ronan

- Workshop following City County meeting
 - Addressed pot holes and ageing equipment
 - \$58 million to get our town back in shape
 - Addressed that there have been image issues with City using general funds not specifically for these issues in the past
 - City is working to correct these image issues and run things more transparently
 - Addressed the community survey results regarding the desired construction of a recreation complex of the 56 acre parcel where it currently sits.
- Funding for Recreation Complex is purposed as a TOT increase
 - TOT funds were used for marketing the destination in the past but that went away because of the way the measure was written. TID fees were introduced and were supported by lodging community to be given to LTVA for marketing the destination.
 - 12% TOT fees plus the TID money that is added as a tax to guest rooms
- City is purposing a TOT increase of 2% (2 million a year in funds)
 - Lodging would like this money to be item and site specific which would require 66% vote of the people and become a bonded measure.
 - Lodging would like to see this money used specifically for something that will help generate visitors
 - Bigger recreation facility that will attract tournaments and groups on the off seasons and will benefits locals as well
- City is proposing .5 sales tax increase from 8% to 8.5% which will generate 2.5 million annually (51% vote to the general fund)

- Lodging feels like this is reasonable and a 51% vote to include the money generated to the general fund
 - This money can be controlled with an advisory panel of citizens. Acts as advisors to City Council members.
- City is proposing activities Tax for recreational rentals
 - 5% activities tax on items like; jet skis, skis, snowmobiles, bikes, etc. would generate $\frac{3}{4}$ of a million annually
- Destination competitiveness
 - Recreation is not a differential factor anymore
 - Opportunity to make destination more competitive would be more on the Arts & Culture side
 - Art in public places, culture of community on display to create an interesting destination
 - Mammoth easily passed a bond measure on Recreation and Arts & Culture
 - Create a clear economic development strategy
- City will be putting out a survey to gauge what community wants and is aiming to get measure on ballot by November
- Next steps will be more outreach and more tangible numbers of what will be spent and how

Dancing with the Tahoe Stars benefiting Tahoe Arts Project – Pat Ronan

- Support event with \$500 sponsorship from SLTLA

Chamber of Commerce –Emily Abernathy (TahoeChamber.org)

- 2/18 –Members Meet Up Luncheon at Chimayo Street Grill
- 2/24 –Reputation Management Workshop
- 2/25 –Annual Tahoe Chamber Breakfast
- 4/1 –Annual Business Expo at Harvey’s this year

LTVA –Anne Sutterfield

- Looking for lodging packages for website and more content

City –Joanne Conner

- Will be adding a bocce ball court and are constantly looking for opportunities for locals and visitors
- Cleaning up signage ordinance codes for business owners