

**South Lake Tahoe Lodging Association
General Meeting
February 12, 2015
Forest Suites**

Board Members Present:

- Bill Orman, Marelena Frietas, John Steinbach, Pat Ronan, Tom Davis, Doug Williams, Jerry Bindel, and Arnaud Robin

Budget:

- \$5,187
- Dues are going out the week of Feb. 9th
 - Same dues structure applies

Tahoe Area Mountain Bike Assoc (TAMBA) –Amy Fish

- 100% volunteer run organization
- Thanks lodging community for support of the Corral Trail build
 - Corral is a good trail for all level riders. (off Oneidas)
 - No official shuttle service available. Plenty of trail head parking.
- TAMBA website has up to date trail condition information for riders.
- All shops are still renting bikes during the winter due to lack of snow.
 - Trails are in good condition this winter.
- Upcoming projects
 - 4 acre bike park in Bijou: pump track, bmx track, and lots of advanced features
 - Kingsbury Stinger/Chinese Downhill area will be a more advanced trail build.
 - Snapdragon Trail will be connect to a portion the Flume Trail (Redhouse portion)
 - Heavenly bike park project is moving forward and could be starting in spring. Trails will be for all levels.
- Upcoming Events
 - Meyers Mountain Bike Festival -8/9/15 (possible 2 day event)
 - Roads to Toads Ride -9/6/15
 - Corral Night Ride -10/17/15
- Over the Edge Mountain Bike Shop will be opening in South Lake this year
 - Only open in mountain bike destination locations (Moab, Mammoth, etc.)
- Video possibly available to lodging prosperities for website use
- Lacking appropriate mapping and trail markers for the South Shore
- Ibis released a brand new line of bike and chose South Lake as their release destination. Release video was filmed on Mr. Toads Wild Ride, Van Sickle, and Cold Creek trails.
- Economic Impact of Mountain Biking study available for lodging community
 - Income levels greater than \$80k

City Possible Vacation Rental Ordinance Changes

- More stepped up program of enforcement of Vacation Rental ordinances
 - More enforcement personnel on the ground to handle noise, parking and trash.
- Currently there is a \$144 fee a year for vacation rental permit in the city
- Increased annual fee structure will be presented next Tuesday, February 17 at City Council Meeting.
 - Around 1600 units will be affected in the city
 - New fee structure will be based on occupancy
 - 3 bed or less: professional management \$150
 - 6 or fewer people: owner management fee \$250
 - 7-10 people: owner management \$500 and professional management \$400
 - 11-15 people: owner management \$750 and professional management \$650
 - More than 14 people: owner management \$1000 and professional management \$900
- Total TOT collection is close to \$2 million annually
 - City has a full time auditor to collect these funds annually.
- Lodging community would like to see the city form a group/committee to address the ordinance problems instead of just raising fees.

South Lake Tahoe Wedding & Honeymoon Association -Danielle Loberg

- Something Blue Wedding EXPO -March 22nd
- Looking for lodging deals for Brides coming up for the wedding show
 - Potential group booking if they need one for their actual wedding day
- Rack cards available for hotels to promote the wedding show
- Booth space still available for \$525 for non-members and \$425 for members
- \$150 for an annual membership to the SLTWHA

Chamber

- EXPO booth space still available
 - March 27th at Harrah's Lake Tahoe
- 2/17 Members Meet Up Lunch at Toast
- 2/25 60th Birthday BAHM! At Teps Villa Roma

LTVA

- AMGEN tour of California Women's Race in May
 - Route will be announced 2/19
- Harvey's Outdoor Concerts artist announced
 - Train

- Kenny Chesney
- Jackson Brown
- Dirk Bentley
- Dave Matthews

City/County

- Snowglobe wants to come back but may need new location.
 - 15k people attended this last year and it was a great event for local business.
 - The LTCC does not want snowglobe on their field because of damage
 - City may build a possible practice field for LTCC to use as a venue
 - Promoter would also like to do a June event as well.
- Live at Lakeview will be back with 10 concerts
- Monday night movies will be featured this summer
- Hwy 50 improvements
 - CalTrans planning to finish the improvements for all of Hwy 50 (Meeks to the Y) but will not be doing lighting
 - Pedestrian lighting will be completed and light pole banners will be allowed on Hwy 50
 - Christmas lights can now go up on Pioneer trail where new lights were put in
- Bev Mo will open April 2nd
- Factory Stores sold and there are plans to remodel the entire property and to include a restaurant.
- Recreation Master Plan completed with El Dorado County, Douglas County and the City
- Airport Master Plan is almost done.
 - Plans to keep regional service alive
 - promote light manufacturing around the airport area
- City is working on ordinance and enforcement for weekly rentals
 - There is a problem with hotels/motels renting to long term tenants
 - Would like to tear some of these down and create open space

Heavenly Mountain Resort –Arnaud Robin

- Mountain Biking Permits may not be issued this year.
 - Forest Service needs to approve plans first.
- This last storm brought enough snow to open more terrain
 - 2000 acres now open
 - Tree skiing now open

Sierra at Tahoe –Matt Palacio

- Conditions are great
- 36 out of 46 trails open

- Video available for lodging properties to promote the current conditions