

South Lake Tahoe Lodging Association -General Meeting Minutes
Thursday, April 09, 2015
LTVA Conference Room

Board members present:

- Doug Williams, Pat Ronan, Rich Bodine, Bill Orman, and Marlena Frietas,

Budget

- \$13,762 is currently in the bank.
- Invoices are out
- \$3000 expected to come in

Monthly Topics

- **Expedia- Brooke Brown, Kristie Miller & Laura Dimitt**
 - World's largest booking site for lodging properties
 - 150 booking sites in 70 countries and in 35 different languages
 - Travelocity had merged with Expedia
 - Orbitz is in agreement to merge with Expedia depending on government ruling
 - Expedia offers 3 types of booking platforms to help promote different types of booking windows: Short, Medium, and Long booking platforms
 - Sell tonight feature –newest feature to sell last minute rooms on nightly basis
 - 40% of shoppers now book rooms on a mobile device
 - Sell tonight caters to these mobile bookings
 - Expedia is investing heavily in mobile technology
 - Competitive Edge –new feature to compare yourself against 5 hotels in your market
 - 2 out 3 consumers won't book a hotel without compelling visuals
 - Recommended to have at least 20 photos for each property and at least 4 photo of the rooms
 - Show off amenities and views
 - You can now upload photos through Expedia's mobile app
 - Make sure your amenities are listed and accurate
 - 9 out 10 consumers use online reviews to determine the quality of a local business
 - Real time reviews feature
 - Real time feedback sent from consumers to hotel
 - Help to correct issues in real time and prevent them in the future
 - If you want to enroll with Expedia you won't pay anything unless rooms are booked through their site
 - Mobile app should be launching the ability to book packages soon

- **LTVA Women's Amgen Tour of California –Sue Barton**

- First official Amgen race dedicated to women
 - A Tour de France style cycling race featuring 14 teams and 84 top professional women racers including Olympic medalists and Tour de France winners
 - The overall start of the race will be here in South Lake Tahoe on Friday, May 8th
 - Starting at Heavenly California base at 11am
 - Est. Finish at Heavenly California base at 2:15pm
 - You can follow the racers as well as track the leaders through mobile app.
 - Road Closures
 - 20 minute rolling closures
 - Hwy 28 from top of Spooner Summit over to Lakeshore Drive will be closed for a period of time
 - Saturday, May 9th will be in South Lake only
 - 12.5 mile circuit
 - Starting at Heavenly and ending at Heavenly
 - Start 10:30 and Finish 12:30
 - Road Closures
 - Neighborhood streets will be heavily affected in the Pioneer Trail area
 - More info available from the LTVA.
 - Festivities –Heavenly California Base
 - Friday 10am-3:15pm & Saturday 10am-1:30pm
 - Food and beverage available for purchase
 - Heavenly DJ Cat will be playing music
 - 18- 20 Local entities will be represented in booths
 - 10-15 national sponsors from Amgen will also have booths
 - VIP events
 - Thursday May 7th press conference at Lake Tahoe Resort Hotel (host hotel)
 - Thursday May 7th VIP cocktail reception 5:30-7:30pm at Riva Grill where women and teams will be introduced
 - Tickets are \$85
 - Partner prices are available
 - Friday May 8th Ride to Recovery event
 - \$65 to interact with recovered military members
 - Event to raise money for injured military members
 - Selected group of women will ride a portion of the Saturday course
 - Volunteers
 - Need 220 volunteers for Friday's events
 - Need less than 200 volunteers for Saturday's events
 - Free to volunteer and must be 18 or older
 - Volunteers receive free t-shirt, cap and other swag
- **LTVA – Sue Barton**

- 4/21 Tourism Forum at Lake Tahoe Resort Hotel
- 4/19-4/21 Come up for Air, Soccer Tournament is the same week of the Rock Tahoe Half Marathon week and they need rooms
 - Looking for rooms for family of 4 for about \$100
- 7/14-19 26th Annual Celebrity Golf
 - Looking for packages to with combine tickets
 - Get package information to Anne Sutterfield
- **Chamber of Commerce –Emily Abernathy**
 - 4/21 Tourism Forum
 - 4/21 Members Meet Up Lunch at Azul
 - 4/30 Speed Networking BAHM! at Lucky Beaver
 - Now accepting application for Leadership Lake Tahoe
 - Apply online at TahoeChamber.org
 - Application deadline June 12
- **City of South Lake Tahoe –Joanne Conner**
 - Snowglobe will return to LTCC
 - City is pursuing a Events Center
 - 30 acres by the airport
 - Permission from FAA to turn area in to Special Event space
 - Not sure what Events Center will look like but plans are in motion
 - Cal Trans work on hwy 89 will affect some lodging properties
 - City is trying to address long term residents in hotel/motel properties
 - Need investors to buy up old hotels
 - Not enough affordable housing
 - Vacation Home ordinance
 - City is trying to compromise with owners, residents, and renters
 - Planning Commission is meeting to determine the next phase of the Chateau project
 - 32 full ownership condos set up concierge style to gear towards vacation rentals
 - Ground floor retail
 - Surface parking lot on the corner of Cedar & Friday Ave
 - Hopefully break ground this Spring
- **Golden Bear Events –Joanne Conner**
 - Need rooms for vendors for upcoming Home & Garden show
 - Golden Bear will promote lodging properties