

**South Lake Tahoe Lodging Association  
General Meeting  
Thursday, December 11<sup>th</sup>  
Lake Tahoe Resort Hotel**

Board Member Present:

- Rich Bodine, Jim Blosssey, Doug Williams, Marlena Frietas, Tom Davis

Budget:

- \$6,327 in account
- Annual billing will be coming out shortly
- \$500 Xmas Cheer donation approved by Board

Montbleu –Dreu Murin

- Tosh.O tickets are still available for this weekend 12/12 & 12/13
- New Year's Eve: Snowglobe After Parties
- Renovation: proposal at TRPA to redo Marquee Board
- Upcoming entertainment: Cool and the Gang, The Guess Who and the Beach Boys
- Outdoor venue will be back next summer

Lake Tahoe Blue Hockey –Dreu Murin

- Great family event and great way to support the community
- Next game is January 23<sup>rd</sup>
- Schedules and tickets are available for lodging properties by calling Dreu Murin at 530.251.6231

Deerfield Media –Dreu Murin

- New Television Station in Tahoe and Reno region featuring real time Tahoe news
- My21 KME

Sierra-at-Tahoe –Matt Palacio

- Opening day is TBD ...need at least 18" at base to open
- \$5 million project is now complete with a new eatery and plaza
- Sierra is the best place to learn and offers great learn to ride packages
- Great views for all levels of riders
- Smart Terrain: constructed banked turns and other features to help beginners down the hill with ease
- Equinox Spring Festival will be returning with live music and activities
- Sierra has one of the top ranked terrain parks by Transworld Snowboarding
- Kids Ski/Snowboard School features The Burton Star Wars Experience for kids up to 12. Exclusive program to Sierra that features Star Wars characters and special features.
- The adult ski/ride center offers packages for lodging properties.

- \$114/\$125(peak) if purchased on the Mountain
- Blizzard Mountain –Tubing Hill for family fun.
- Free shuttle to Sierra is still available.
  - Blue Route is known as Lodging Express and great for those who want to get up to the mountain first thing.
- Sierra is in partnership with Squaw and Alpine.
  - Sierra passes are good for 4 tickets at Squaw & Alpine or value passes are good for 2 days
- Sunday's at Sierra with Powderhouse
  - Direct rental service provided by powder house on the mountain

#### Powder House –Stuart Maas

- Opened 9<sup>th</sup> ski store in the new Chateau
  - More retailed based with more styles available
- Opened a Cowboy Boot shop and Sock shop in Chateau as well
- Focusing on their valet program and will work with lodging properties
- Powder House is partnered up with Tahoe Dave's on the North shore to make their rental experience easier all the way around the lake.
- Season Lease program for kids and adults, which includes size exchanges if needed. Includes free tune ups for the season.
- Tune Coupon -\$50 gets you \$100 worth of Tunes for the season.
- Can deliver equipment to lodging properties for guests
- Rental clothing is available for guests (no gloves or socks)...every 4<sup>th</sup> day is free.
- Boot & Demo Center is open with 50 different types of skis and boots
- Snowshoes, sleds and saucers are available for rent
- Snowskates are available to rent at the gondola location
- Winter boat rentals are available at Ski Run Marina

#### Vail Resorts –Adam Turner & Arnaud Robins

- Heavenly, Northstar and Kirkwood ticket rates are not available yet
- Vail Passes good at all Vail Resorts including Japan this year
- New f or this year
  - Epic Mix Guide: will help guests navigate the mountain's amenities
- Heavenly shuttles
  - Free on the South Shore
  - \$15 to Northstar and Kirkwood
  - Partnering with the Tahoe Blue Wave to shuttle guests back from Northstar (jan. 19 – apr. 18)
- Heavenly Après
  - Unbuckled at Tamarack: 3:30-5:30 (Thurs-Fri)
  - East Peak Lodge Party: 1:30-3:30 (Thurs-Fri)
  - Tailgate Party on Sundays at Tamarack Lodge
  - Cal Bar at California Base will be featuring 97 different tequilas
- 12/13 Free Young the Giant concert in the Heavenly Village
- 12/31 New Year's Eve party in Heavenly Village 9pm

- High Rollers Hold 'Em competition will return snow permitting
- The Gunbarrel 25/50 will happen snow permitting
- Northstar
  - Will be focusing on food and wine to give guests a higher end experience
  - Northstar ski school will be offering white glove service for their guests which includes instructors carrying equipment for guests.
- Kirkwood
  - Offering the Discovery Series to guide guests on the steeps, deeps and chutes or Kirkwood. In and out of bounds guiding.
  - Expedition Kirkwood will be offering snow cat tours and mountain guides
  - Ralves Bonsai Tour will be coming back to 3/7-3/8
  - Junior Regional Qualifier will be held at Kirkwood for big mountain skiers and riders
  - Freeride World Tour will not be back to Kirkwood this year
  - Banked Slalom will return and open to everybody to compete
- Vail Rentals:
  - Any Mountain just opened in Tahoe City
  - Marriott shop has been newly remolded and increased in size
  - Boardinghouse for premium board rentals
  - Kirkwood Mountain Sports located in village and at Timber Creek
  - 25%-35% discounts are available for lodging partner properties
  - Referral programs for concierge and front desk employees of lodging properties
  - 14 different slope side locations for rentals, drop offs and exchanges
  - New Oakley shop to open in Cecil's Center by Christmas Holiday
- Lift Tickets bought online are sent to guest if ordered outside of 7 days if purchases within guests will have to pick up tickets at the mountain.

#### Adventure Mountain –No Rep.

- Groomed tubing hill at the top of Echo Summit
- \$25 per car load

#### Zephyr Cove Resort –Linda Gardner

- Snowmobile Operations are hoping to open 12/19 depending on snow
- Tours go up to 9,000 feet with great views of the lake
- Tours include rental clothes and helmets
- Free hotel transportation
- Different Level Tours
  - Beginner group tours
  - Let's Ride and Ultimate Experience tours for more advanced riders
  - Kids ride days
- MS Dixie II will be out of operation until spring of 2015
  - Investing \$1 million in renovations
- Tahoe Queen

- Operating out of Ski Run
- Daily Sightseeing Cruises and Dinner Cruises
- Pints & Paddles
  - Wednesday evenings
  - 5:30-7pm
  - Ike & Martin will play
  - Food and drink available for purchase on board
- 12/31 New Year's Cruise 9:30-12:30pm
  - \$135 and \$65 for children
- Zephyr Annual Pass
  - \$5 parking (1/2 off)
  - 20% off of F&B
  - Pints & Paddles Pass
  - Buddy Pass discount
  - \$99 till end of December and will go up to \$109 after that

#### Chamber -Emily Abernathy

- 12/16 Members Meet Up Lunch at the Lucky Beaver
- 3/27 Annual Business Expo: "Innovation in the Basin"
  - Booth sales are open online at TahoeChamber.org
  - \$50 discount if you sign up before 1/1

#### LTVA -Anne Sutterfield

- LTVA needs to know what holiday lodging specials are out there so they can be listed on TahoeSouth.com
- Drive and Drop still going on at the CA. Visitors Center
- South Tahoe Express has door to door service from the Reno Airport.
- Tahoe Blue Go are doing free rides through the 7<sup>th</sup>

#### City of SLT

- Xmas Cheers is feeding 5000 families and thanks the board for the donation today
- Christmas Fire truck is going around SLT for the next 12 days
- Working on the Recreation Master Plan
- Snowglobe is already sold out and crews are already working on construction.
- Economic Development is growing with new projects in town
  - ADR and TOT are looking good
  - BevMo will be open in March or April of 2015
  - Autozone will be open by February of 2015
  - Snow removal program geared up and ready to go
  - Hard Rock set up open late January
  - 2<sup>nd</sup> Phase of the Château ready to begin
    - Retail behind the current center and convention center

SLTLA Board Meeting with Kindred –Rich Bodine

- LTCC wants to partner with business community to offer a Hospitality Certificate Program
- Plans to offer the Spanish institute twice a year to help lodging gaps
- University Program to open on campus due to a \$5 million donation.

Officer Election results:

- President- Rich Bodine, Inn by the Lake
- Vice President-Doug Williams, Cedar Pines Resort
- Treasurer/Secretary- Jerry Bindel, Lakeland Village
- Past President- Pat Ronan, Lakeshore Lodge & Spa
- Arnaud Robins –Associate Member, Vail Resorts
- Bill Orman with Forest Suites -80 plus
- Jim Blossy with Motel 6 -80 and under