

**South Lake Tahoe Lodging Association
Meeting Minutes
December 8, 2016**

Board Members Present:

Doug Williams, Rich Bodine, Pat Ronan, Brandon Reed, Matt Palacio, Michelle Beall, and Marlena Freitas

Budget:

\$8,541

Association still owes a bit more money for the Measure P campaign. Jerry Bindel has specific amount.

Measure P:

Tax increases goes in to effect on January 1st -2% increase plus \$3 for lodging properties and \$4.50 for vacation rentals per room night.

Lodging Board Elections:

All positions up for election were uncontested

President:

Doug Williams

Vice President:

Rich Bodine

Members at Large Rep.:

Pat Ronan

NV Lodging Property Rep.:

Marlena Freitas

Secretary Treasurer:

Jerry Bindel

Presentations:

Vail Resorts -Michelle Beal

Representative from Heavenly, Northstar, and Kirkwood Resorts

Heavenly

Marketing is focused on events and millennials

Winter Ignite kickoff this weekend –Saturday December 10th

Free Cold War Kids Concert in the Heavenly Village at 7pm

Heavenly Holidays kicks off December 19th

Family friendly fun in the Heavenly Village

Outdoor Concerts starting in the spring at the top of the Gondola

Après Ski Events

Unbuckle with Live DJ at Tamarack Lodge, Fri-Sun

Tamarack Live featuring live music at Tamarack Lodge, Mon-Thurs

Themed parties to be announced throughout the season

Tahoe Mountain Lab

Co-working space at of California Base (highest elevation co-working space in country)

The Chive

Season-long partnership with Heavenly

On mountain party January 28th

EpicMix Time Application

Allows guests to access real-time lift line wait times through the EpicMix app

Lift Tickets

Purchase 7 days in advance and tickets will be mailed out to you.

25% off when pre-purchasing and express window pick up

Ski Shuttle

Schedule has changed

Tahoe Ski Shuttle .com for full schedule

Cal-Base

Tacos & Tequila menu for 2016-17

Text "Heavenly" to 99000 to get updated ski/ride conditions to your phone as they come in

Kirkwood Mountain Resort

Apré specials live music at wall bar 3-6pm daily

Sierra-at-Tahoe -Matt Palacio

“Certified Unserious”

New marketing campaign and new website

Grandview will open Saturday, December 10th

26 trails open currently

Ski and ride center for all levels

Après Events

Live music at different areas on the mountain

Top Rated Terrain Parks

6 terrain parks, Burton progression park, and Boarder/Skier Cross

Solstice Plaza and Eatery is open for the season

4 million dollar investment to create a gathering area at the base of Sierra

Burton Star Wars Experience for kids

\$125 a day ages 3-12; includes lunch and lesson.

Lodging Exchange Package

Lodging partner sells an adult ticket and that ticket can be exchanged for a beginner package for free. Beginner package includes: rentals, 2 hour lesson(9am, 11am, and 2pm start times), and beginner lift ticket.

Snow Play

Sledding and tubing hill.

Sold in time blocks and does sell out regularly.

Shuttle Service

Starts Friday, December 16

2 rides up and 2 rides down.

One route up Pioneer Trail and one route up Hwy 50.

App in development so you can see real-time bus travel.

Camp Richardson -Vanessa Santora

New Lodging Director, James Roberts has taken over for Mai Dalton

Mountain Sports Center

Open on weekends only (9am-4pm) until we get more snow

Cross Country and Snowshoe rentals available

There will be groomed trails for guests once we get more snow

The Beacon

GO Local campaign until January 1.

Bring in your GO Local passport to collect stamps for every \$25 you spend and be eligible to win prizes

Snowshoe Cocktail Races every 3rd Saturday January, February and March. Starts at 7pm.

Holiday Menus: Christmas menu and New Years Eve Menu.

New Year's Eve celebration; 9pm ball drop.

General Store

Open for breakfast, coffee, and lunch daily

Montbleu Resort Casino & Spa -Dreu Murin

New Entertainment Manager and new Nightlife Manager have been hired

NYE Celebrations

Tuesday-Saturday –Montbleu nightclubs will be open all week to celebrate

NYE parties

Inside Blu, Opal, The Convention Center and HQ bar

Comedy Act, Lliza (winner of Last Comic Standing) on Dec. 30th

The Village has live music featured daily...expanding in to the winter season. Apres Ski promotions starting January 1

Zephyr Cove -Juraj Sojka

Snowmobile Center

Goes up to 9000' and features 45 miles of trails

150 snowmobiles

Clothing rental and free local transportation available

3 types of tours: Scenic Lakeview Tour; Lets Ride Tour (covers more terrain. Single rider only), and the Ultimate Experience Trail (Off trail tour. Single riders only)

Group tours for 12 or more at discounted rates

Kids Ride Free Day (Every Wednesday starting in January) 15 and younger.

9am, 11am and 3pm are current tour times.

Starting January 19th, tour times will be 10am, 12pm, and 2pm

MS Dixie II

Operating daily sightseeing cruises at 12pm

Operating Dinner Dance cruises on Saturdays at 5:30pm

Now offering annual season pass for cruise fanatics. Pass includes 20% off F&B, \$5 parking, and unlimited sightseeing cruises for only \$109

Pints and Paddles will be back every Wednesday from 5:30-7pm. \$25 in advance/\$30

NYE 6-9pm...\$160 adult \$75 child...special menu, live music and dancing

Powder House -Ted Moorehouse

9 Powder House shops throughout the South Shore

Also own and operate Rainbow Mountain, Cascade Clothing, Up Shirt Creek, High Chaparral, Bonanza Boot and Leather, Black Bear Trading Co, the Sock Shop, Ski Run Boat Company, Tahoe Sports and Tahoe Keys Boat & Charter Rentals.

The Stateline Powder House location is moving to Zalanta development

The Powder House Pro-Snow Shop is higher end and for your more engaged skier

Rainbow Mountain Shop is more a for the beginner type of skier

Delivery Service for rentals is available to most South Shore locations

Other rentals available include cross country skis, snowshoes, and clothing rentals

Boat Rentals are available at Ski Run location during winter months weather permitting

Shearer Adventures -Mikaila Bird

Snowmobile information will be emailed out as it is updated

Snowmobiles and Tubing at Tahoe Paradise Track

Track by Montblu offers \$20 ten minute rides for kids. Tubing hill available soon.

\$5 off coupons available will be delivered to lodging partners soon

Winter Wonderland Ski Shop located off of Needle Peak for basic skier rentals. \$14.95 a day with every 4th day free. Clothing and helmet rentals are available.

Tahoe Sport Fishing

Open year round...Heated cabins, hot chocolate. Group rates available. Weather permitting.

Awesome fishing this past November.

\$120 for 8am tour and \$110 for 1:30pm tours.

Fishing licenses sold at the reservations office.

MacDuffs, Riva and Artemis can prepare your fish for you (Riva and Artemis reservation and dinner only)

\$10 off coupons available for lodging partners

Chamber of Commerce –Emily Abernathy

GO Local and Win! Campaign from Nov. 26 – Jan. 1

Shop or eat participating businesses and collect stamps on your GO Local passport to win prizes.

See participating businesses here: <http://www.tahoechamber.org/Go-Local-Participating-Businesses>

Download a passport for free at TahoeChamber.org here:

<https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1613/CM/GO-Local-and-Win.-Passport.pdf>

Follow [@GOLocalTahoe](#) on Facebook for chances to win prizes daily.

Business EXPO booth registration is now open on TahoeChamber.org

15% off booth registration before January 1st.

Annual Connect for a Cause Mixer at Riva Grill on January 12

Benefits St Theresa's Bread & Broth

LTVA –Anne Sutterfield and Stuart Maas

AMGEN Women's Tour of California will be back on May 11-12

May 11 route will go around the entire Lake

May 12 route will be a special designated South Shore route.

Community Food & Toy drive

Drop off at CA Visitors to benefit Christmas Cheer

Xmas Cheer is short on food this year and are expecting 1000 people for Christmas Dinner pick up

Always looking for lodging packages for TahoeSouth.com

Email Anne@LTVA.org with any lodging information you would like published

Community Brand video launched

Available LTVA.org website.

Available for use by any lodging partner

Web visits have jumped 50% from this time last year

Social Media

Tag #TahoeSouth to join the conversation.

The Loft and PR Entertainment -Nick Rogers

Summer festivals will be back

Basecamp, Reggae and Bluegrass Festival

Festival Travel Agency, Unity Travel is partnering with PR Entertainment

Looking for lodging partners to promote

Looking for campsites to set up “glamping” for festivalgoers

Tahoe Beach Retreat -Nikki Verdile

Winter Wonderland lights and décor will be up until mid-January

Santa will be available for photos from 1-4pm on 12/10 and 12/18

There will be cookie decorating with Mrs. Claus

Santa’s workshop out by the beach

Winter Events

Ginger Bread House Making, Letters to Santa, and other crafts throughout the holiday season.

All are free and open to the public

Tavern Restaurant open daily

Boathouse Restaurant closed until May

The Ridge -Marlena

Appreciation Guide for owners and members.

Discount guide to different retail and restaurant locations in the area.

Contact Marlana with discounts to be featured in the guide.

The Loft -Paul Reder

Email list with updated entertainment schedule sent out to lodging properties regularly

New Community Relations Manager, John Blair. The face of the Loft in the community

Bringing in song writer story teller component in 2017

New VP of Operations, Frank Trotta

New menu starting this Friday

Re-opening outdoor deck in the next couple of weeks

Outdoor menu with outdoor BBQ and kitchen

Magic Fusion needs a lodging partner to house entertainers coming in

Email Paul Reder if you are interested

NYE parties

Dinner Show for families (dinner show package and high end buffet) celebrating the 9pm ball drop. \$99 package.

21+ Lounge Party from 8pm-2am. \$100 package.

Free drinks 8-10, heavy appetizers and champagne at midnight.

VIP tables available.