

South Lake Tahoe Lodging Association
Meeting Minutes
Thursday, October 09, 2014
LTVA Conference Room

Board Members:

- Marlena Freitas, Rich Bodine, Pat Ronan, John Steinbach, Doug Williams, Jim Blossey, Tom Davis

Budget:

- \$8,751.55

Board Comments

- Endorsing of Matt Palacio & Tom Davis for City Council Elections
- Board will donate \$750 to each campaign
- SLTLA election in December for board seats: President, VP, Secretary Treasurer, At Large Representative
 - Please contact any of the SLTLA Board members if you are interested in running for any of the open seats.

GetARoom .com

- Started by owners of hotel.com in 2009
- Hotel.com was sold to Expedia and after a 5 year non-compete period, Getaroom.com launched
- Please feel free to reach out to South Lake representative for questions

Montbleu -Ted Johanson, Nightclub Manager at Opal Ultra Lounge

- 36th Annual Freakers Ball, Saturday October 25th
 - 4 venues: showroom, opal, blu and zone bar
 - Tickets are \$25 advance/\$30 at the door
 - Tickets available online and by calling Montbleu
- 10/18 –STYX
- 10/31 –Opal Halloween Party
- 11/6 –Bassnectar
- 11/21 –Cheap Trick
- 11/29 – Brett Michaels

Why vote Yes on Measure F-Kindred Murillo, President at Lake Tahoe Community College

- Measure F is a general obligation bond on the ballot in November designed to give LTCC funding from State and from SLT property taxes to expand their infrastructure and programs
 - General obligation bond is a \$55 million bond

- The tax is on assessed value of properties in South Lake Tahoe
 - \$25 per \$100,000 of assessed value of commercial and residential properties
- LTCC needs to meet Tahoe's needs but also meet the needs of state regulations for funding
- LTCC is 1 of 112 colleges in the state that have been heavily affected by regulations
- LTCC needs to revamp its class schedule and facilities
- LTCC has a \$17 million budget year with 2/3 coming from State of California the rest from SLT property taxes
- LTCC is one of largest employers in Tahoe with good benefits and good paying jobs and therefore an economic driver for our community
- The LTCC Summer Spanish Institute draws in 500 people...with 92% of people coming from out of town
 - LTCC wants to explore other shoulder season programs to draw in more people
- LTCC put together a fiscal stability plan which was enacted in May 2013 with these goals outlined:
 - Diversify revenue
 - Contain and cut cost
 - Find new revenue streams
- 2.5 years of assessment and strategic planning resulted in
 - Technology plan
 - Facility plan
 - Strategic master plan
- Projects to be completed -Will bring\$ 100 million worth of construction will be brought in over a 10 year period
 - Modernization of current infrastructure
 - Privatized student housing: 150 units w/an additional 50 if it works out
 - Improved campus technology
 - Regional Public Safety Training Center
 - ADA compliance and improvement
 - Child Development Center
 - Enhanced sports fields
 - Lights on middle school field
- LTCC has been working with Lake Tahoe unified school district and will hopefully be launching a hospitality certificate program
- Marketing plan to increase enrollment
 - Send out all online classes to all community college students in the state
 - Social Media marketing campaign
 - Soccer program
 - Which can now recruit internationally
 - Reaching out to target Universities to see if there is interest in having a University Center on campus in order to offer bachelor and master degree programs.

Powder House -Stuart Mass

- Record summer at Tahoe Keys and Ski Run Marina
- Boats are still available for rentals but not jet skis or other water toys.
- Opened 4 new stores at the Chateau
 - Powder House
 - Bonanza Boot & Leather
 - The Sock Hop
 - Gift Shop
- There is free parking in the underneath garage at Chateau
- Expanding valet service at Powder House
 - Free services for guests

Pony & Pumpkin Festival

- Saturday, October 11th at Forest Suites Resort
 - Bouncy House, Pony Rides, Pumpkin Patch

Booking.com –Katie

- #1 booking site on google
- 30 million unique visitors a month
- 700,000+ room nights booked daily
- 73 individual properties in South Lake
- 2014 stats for South Lake
 - Average booking window is 30.4 days
 - Average stay is 1.89 nights
 - Countries booked in South Lake = 94
 - Booked revenue from 2013 to 2014 = 55% growth
- Update your content for seasonally to increase bookings
- Last minute availability through their mobile app
- Room level occupancy:
 - build out the rate per person so guests don't have any surprise fees
- Packages are available but cannot include amenities off property
 - Include in description that you do sell those amenities on property.

Tahoe Chamber

- Blue Ribbon Award Nomination deadline is Friday, October 10th at noon
- 10/15 –Accessing Capital for business workshop at LTCC 3-6pm
- 10/21 –Members Meet Up Lunch at Lake Tahoe Golf Course 12-1pm

LTVA

- Looking for lodging package to put on TahoeSouth.com
- Looking for pictures and content to update TahoeSouth.com
- Will send out website numbers to lodging membership

City

- Lights going up on Harrison Ave
- Bijou construction almost done
- Labor Groups have all agreed to give up life time benefit for city employees
 - Got \$30 million in pension down to \$10 million which will disappear after 10 years

Sierra at Tahoe

- Sunday, 19th Keep Sierra Clean –community cleanup day
 - Prizes, lunch, music
- Lodging rates will be available in the upcoming weeks.