

South Lake Tahoe Lodging Association General Meeting 3-13-14

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Treasurer's Balance - \$11,683

Leadership Lake Tahoe

Leadership Lake Tahoe is a leadership development program founded by Tahoe Chamber in 2003. The program has graduated over 100 community leaders. This year's class is hosting the **1st Annual Elevate Your View Leadership Lake Tahoe Summit**. This one-day conference is meant to raise awareness and empower the community to improve the future of Lake Tahoe.

Elevate Your View Summit

- Bringing together different facets of the community to discuss the challenges Tahoe faces.
- Keynote Speaks: Community Choreographer and TEDTalks Dave Meslin, Mayor of Park City Utah, Dana Williams.
- Break outs with interactive sessions with members of regulatory organizations, Tahoe educators, and leaders
- Summit ticket price includes complimentary breakfast, lunch and closing reception with light appetizers.

Become a Sponsor

- show your involvement in the community
- have the opportunity to showcase your brand to attendees and City of South Lake Tahoe with online advertising, social media, newspaper ads, banners ads, Tahoe TV and radio.
- Sponsorship Levels – Platinum, Silver, Gold, Bronze – see a list here <http://www.elevatetahoe.com/#!sponsor/cqu>

Attend the Event

- Saturday, May 10th at MontBleu Resort Casino & Spa
- Tickets \$50 per person and \$25 per student – already paid sponsored tickets are also available
- encourage your co-works, family, members of the community to attend this Summit. You will learn about changes and "Elevate" your overall view of the challenges in this community. This event can only be successful with your support.

For more information visit <http://www.elevatetahoe.com/>

Directors Board made motion to approve a \$500 sponsorship level – Approved.

Tahoe Conservancy

Tahoe Livable Communities Program (TLC) is the adaptation and coalescence of the Conservancy's land acquisition, asset management, and marketable rights programs.

Goals

- progress toward thresholds
- restore environmentally sensitive land
- reduce green house gas emissions
- revitalize the basin's urbanized areas.

About Tahoe Conservancy

- Help implement the goals of the Tahoe Regional Plan
- Coalescence of the Conservancy land acquisition, asset managements, and marketable rights programs

Goals:

- progress toward thresholds
- restore
- identified 17 properties around the basin that can be sold and is under the conservancy ownership

How The Tahoe Conservancy is going to Meet Their Goals: Three Prong Approach

- 1) Roadless Subdivisions
- 2) Asset Land Sales – 17 of parcels are not actively for sale today
- 3) Acquire and restore developed properties within sensitive lands
 - acquire developed properties on sensitive lands
 - restore site to improve natural resource conditions
 - manage assets acquired, include land itself
 - Question remains, what about TAUs? Do they sell them or hold on to them? The SLTLA said sell half and hold on to the other half.

Acquire

- focus on acquiring developed properties located on sensitive land (SEZ)
- primarily within the City of South Lake Tahoe
 - Commercial properties
 - Tourist accommodations

Options

- acquire rights, not land
- acquire non-sensitive lands
- acquire residential properties
- process and priorities acquire non-sensitive lands

Restore

- restore sites for natural resource values
- reestablish functioning SEZ
- create wildlife habitat
- provide open space
- improve water quality
- sequester GHG

Manage

- Bank Marketable rights associated with development
 - coverage, CFA, TAUs, Residential Units

Options

- retire marketable rights
- convert rights to different marketable commodities
- sell/transfer consistent with regulations

Acquisition Targets

- potential
 - 850 hotel/motel rooms with sensitive lands

- 370,000 SF of commercial space within sensitive lands

--Ten Year Targets

-280 hotel/motel units

-132,000 SF of Commercial Floor Area

Example Projects

-- Swiss Village Motel, created open space

-- Tahoe Area Recycling and Demolition (TARD Yard)

Funding

1) Modest Sources

-- assets land sales and/or lease

-- excess coverage mitigation fees

-- sales of marketable rights

2) Private and philanthropic sources

-- TLC Acquisition Fund

3) California Cap and Trade Program

-- generates funds to support GHG reductions

-- implementation of sustainable communities strategies

Next Steps

-- Meet with stakeholder groups

-acquisition priorities and guidelines

-disposition of marketable rights

-- Develop funding/financing partnerships

-acquisition fund

-- Provide recommendations on key policy and programmatic issues of regional regulations

Q&A

-- Q: What should the Tahoe Conservancy do with the extra TAUs collected from these properties?

-- A: SLTLA suggestion is to retire half of the TAUs and keep half. This will also keep some value for future sale of bigger benefit. Currently there is an over supply of rooms so doing this will keep a balanced approach.

--Q: How is the value of a TAU determined?

-- A: Private market rate

--Q: What is the current TAU price?

--A: Around \$12,000 per unit, depends on the jurisdiction.

For more information, visit tahoe.ca.gov (<http://tahoe.ca.gov/>)

Chamber of Commerce Events

April 1st- Tech Tuesday: Reputation Marketing – Tahoe Chamber Building 8:00 am – 9:30am

April 15th – Annual Tourism Forum – Lake Tahoe Resort Hotel 3:30pm – 5:30pm

April 17th – Tahoe Chamber Board Meeting – Tahoe Chamber Building 8:00am – 9:30am

May 10th – Leadership Lake Tahoe Summit – MontBleu Resort Casino & Spa 8:00am – 5:00pm

For more information visit tahoechamber.com (<http://www.tahoechamber.org/pages/Home>)

Lake Tahoe Marathon

Date Changes for Lake Tahoe Marathon, the event were spilt up into 2 weekends

- September 11th -14th
- Lake Tahoe Bike Races on September 27 & 28

For more information visit laketahoemarathon.com (<http://laketahoemarathon.com/>)

LTVA

Lodging properties, please review your listings on TahoeSouth.com (<http://tahoesouth.com/>) because they want to make sure you are being properly represented

City of SLT – Snow Globe

- renewed Snow Globe contract for the Community College for 3 years
- increased number of shuttle buses running during Snow Globe
- snow Globe is looking into doing an event for September
- snow Globe has a 6 million dollar economic impact
- they've been taking care of the field and cleaning well
- Snow Globe will provide in-kind services like security and medical

For info visit cityofslt.us (<http://www.cityofslt.us/>)

Live at Lakeview is back every Thursday

Paid Parking Program

- it's a \$35 dollar fine now, it dropped from a \$55 dollar fine
- Locals Pass is \$40 for the year – a local pass can be purchased at the Lake Tahoe Airport
- Parking Program hours have been lowered
- Paid Parking program is on ballot for a vote in June
- Paid parking passes are also transferable

Construction on Harrison Ave starts May 1st.

- working on roads and sidewalks from Lakeview Commons to Los Angels Ave.
- this is a 5 million dollar project

LTVA – Fireworks Lawsuit

- In litigation now
- Currently, the LTVA Board has chosen to cancel the fireworks until the lawsuit is dropped