

Directors: Jim Blossey, Rich Bodine, Dell Dellinger, Jerry Bindel, Doug Williams, Darcy Nealis, Tom Davis

Treasurers Balance: \$7,844.00

Tahoe Fund - Amy Berry

What is Tahoe Fund?

Began in 2010 - nonprofit dedicated to help raise private funds to help fund environmental improvement projects. This is a California and Nevada Organization

Goal: Leverage some private funds to put it directly back in the ground for projects like:

- conservation projects
- watershed restoration
- recreation and bike trail system
- environmental stewardship

Examples of Funded Projects:

Blackwood Creek Restoration/Eagle Rock Trail, West Shore
Rabe Meadow Bike Trail, South Shore
Incline/3rd Creek Restoration, East Shore
Van Sickle Bi-State Park

Introducing special Program - **Green Bucks** - in partnership with *Truckee River Watershed Council*

Tahoe Fund would like to add a *Dollar Per Night* to the point of sale for every room booked. This program already exists in many park around the country including Truckee and Yosemite. There is an opt out option as well. The \$\$ collected from the Green Buck will help fund

- miles of hiking, biking and ADA-accessible trails
- access for swimming

A "Green Buck" has already been added to Vail Resort around the Basin. They were the first to be a great supporter of this program. They helped raise \$40,000-\$50,000 for Tahoe Fund per year.

Difference between the League and Fund?

League: Environmental watch dog group focused on policy and litigation

Fund: getting projects started around the lake

For more information visit: tahoefund.org

LTVA - Carol Chaplin

Summer 2013 Campaign about to begin:

Strategic Plan Focus Points:

Drive destination awareness and visitation
Build Tahoe South's "wild side"
Enhance passion of recreational use

Demographic: young at heart and active target

Visuals:

1.) Digital Bill Boards can be around Bay Area

Using Lake Photography

Kustaa imagery and animations showing our passions

Hero images - visible real photos combined with animation

2.) Digital Bus Shelters around South Bay, Easy Bay and Sac

These digital signs highlight Tahoe South's brand and events around the area

3.) Online Banners with different Creatures highlighting their passion

Other Marketing Plans:

Wild Life Pole Banners

Tahoe South Bumper Stickers

Tahoe South's Wild Life T-Shirts

Tahoe South's Wild Life Playing Cards

TV & Radio - Exclusive 16 week sponsorship on Comcast sports Network in bay area.

LTVA's Yearly Marketing Budget: \$4 Million total and \$1.1 Million is allotted for the summer campaign.

See Tahoe South's Winter Commercial on Youtube:

Lodging Association members and associate members have access to photos and other materials online by visit this link:

Heavenly Resort - Darcy Nealis

Spring Loaded Events at Heavenly: Celebrating Spring for 2-3 Weeks

USAS FREE STYLE CHAMPIONSHIPS - March 27th-31st

mogul/ariels/dual moguls

Events held at Cali Main Lodge

Televised on NBS - airs on april 6th

There will be fireworks with live music on Saturday night at Cali Base Lodge

Weekend of April 6th-7th - High Rollers Hold Em

- Event is hosted by Shaun White and other national snowboarders
- Using same ariels jumps as USSA freestyle comp- unique competition
- This event has a gambling element - the competitors will be playing cards at top of slopes and cards will equal some type of stunt - they preform based on how they play their cards
- Event is going to run on ESPN3 - a digital platform
- There will be Fireworks and live music on Saturday night at Cali Base Lodge

Hard Rocks Cafe - Kimberly Templeton

Events:

- Global Battle of the Bands - Final Battle is March 21st
- Polar Plunge for Special Olympics - March 23rd at Zephyr Cove 100% of proceeds goes to special olympics - *prizes for best costume*
- Tip-A-Cop on March 22nd at Hard Rock Cafe

First Community Bank - Kevin Rapple

- Specialize in hospitality financing - particularly SBA financing/loans
- LTVA - please send LTVA specials to get the message out about special deals - including visit california.com

Tom Davis - City of South Lake Tahoe

BIG5 Sporting Goods is coming to South Lake Tahoe - where the old adidas shop was

48 unit aspen apartment complex going up near ski run

City is working on erosion control near Bijou

Ongoing projects:

Harrison Ave - engineering public works projects

Leonard park

Sidewalks being built on Pioneer Trail from Highway 50 to Ski Run Blvd

“The Hole” - retail space will be built along front portion. The city is in the process of plan checks with setback of 40ft. Starts around May and date of completion is scheduled for January of next year.

Loop Road - process is moving forward with alternative plans

Problem of Vacant Stores -the city is going to commercial brokers to put together an incentive program to relocate businesses here. Hopefully this will reduce the number of vacant store in SLT.

SLTLA and Tahoe Improvement District voted in favor for letters of support for SnowGlobe next year - the promoter now wants money to have the event return next year. South Lake Tahoe has a fear of losing it to North Shore.