

Directors: Jim Blossey, Dell Dillenger, Pat Ronan, Doug Williams, Josh Ashby, Darcy Nealis

Treasurer Balance: \$877.00

Heavenly Mountain Resort - Kelly Camball - Marketing Director

SKYWAY to Heavenly:

Experiential Campaign Presentation in Southern California

Heavenly partnered with bars in Southern California to throw a big party to promote skiing and riding at Heavenly. To enter the Giveaway the group of friends had to dress in ski gear, take a picture on a gondola seat at the bar and they'd be entered to win a Winter Weekend trip to fly to Lake Tahoe that night.

Watch a video to learn more about the promotion -skywaytoheavenly.com

**The unique thing about this campaign is that Heavenly will personalize a package similar to this Skyway to Heavenly package based on your budget.*

Zephyr Cove Resort - Michael Heath

Snowmobiling Tours:

- 110 snowmobiles running 3 times a day @ 10:00am, 12:00pm and 2:00pm
- By request added a sunset snowmobile on Saturday's
- A standard snowmobile ride is approximately a 2 hour tour to the top of Genoa Peek offering the best views in Lake Tahoe.

For more information about two visit their website:zephyrcoversort.com

New "**Let's Ride Tour**" Snowmobile Tour: Based on demand, Zephyr Cove developed a more advanced tour. It allows single riders to see all 50 miles of terrain. There's also the privately guided tours that will get you off trails when they have powder.

Mon-Fri Kids Ride Free: any child of the age of 5-15, parent has the option to upgrade to a double rider so the kid rides free - \$40 dollar savings per person**

Ski Shuttle: Re-modeling the Tahoe Paradise and making that an exclusive shuttle. Zephyr Cover would like to introduce a one-way Apres Ski Shuttle in the evenings.

Adventure Mountain - Linda & Jim Muller

- 7th season top of echo summit with 40 acres

- 14 groomed sledding runs,
- Everything is hike
- Open 7 days a week
- Opened a day use lodge: Mountain Side Cafe that's open weekends and holidays
- Gift shop and sports store open 7 days a week
- \$20 per vehicle to park - but sledding is free
- Ability to rent snowshoes and other sledding equipment
- 10 for day sled - 20 dollar for tube - 18 for snowshoeing
- Encourage people to bring their own sleds
- Can Park 325 cars a day and 600 on a busy day

Visit adventuremountaintahoe.com

Ski Butler

- ski rental and delivery service
- shops in South Lake, North Lake and Truckee
- computer/smartphone booking process
- Ski Butler will deliver your equipment to your lodging/accommodation
- If anything goes wrong with equipment they will meet the guest at the resort
- Big push this season: get more involved in the community
- Ski Butler wants to differentiate themselves through service

TRPA - Kristi Bossman

The TRPA is publishing an environmental publication called - "**Tahoe in Depth**" - this publication is all about news around the lake including:

- how to protect the lake
- restoration projects
- exploring the lake

They're looking for sponsors for the publication to help with printing costs so they're pushing for Lodging properties to be underwriters. Tahoe In Depth will be offering a text thank you and/or logo depending on sponsored funds.

- Read a PDF Version to this publication by following this link -trpa.org
- 43,000 copies were distributed in the first publication.
- For the next publication they'd like to push sponsorship in a variety of ways but for now, they need the support to get funding together for the next publication.

Motion Made to submit \$500 toward of budget toward underwriting "Tahoe In Depth" Publication - MOTION approved

Media West Celebrity Golf - Brian Williams

24th Anniversary of Tahoe Celebrity Golf - being Tuesday - Sunday 16th-21st

- 80+ Athletes and Celebrities including: Michael Jordan, Charles Barkley, Aaron Rogers, Tony Romo. Visit their website to see a sample of who will be visiting
- Spring Cleaning to their website and revamping it by April 1st
- SPECIAL TICKET PRICES OFFER for Lodging Association Members Only - contact anne@LTVA.org (*Package Price: \$4 for midweek and \$10 for Fri-Sun*)

Visit their website tahoecelibritygolf.com

New partners: **Celebrity Golf Filmworks** - a film crew providing professional documentary on celebrity golf. Will be released and ready by 2014 to be used as a promotional product for the 25th Anniversary

- Tournament gives back \$100,000 to this community\Approximately 40,00 people attending the event per year
- Asking the lodging properties to put together a package to help promote the event and create deeply discounted midweek packages to promote.
- These packaged can be placed on tahoessouth.com and tahoecelibritygolf.com.
- Begin to solicit guests from April 1st - July to come to this event and entice them to return

LTVA - Georgette Riley

- LTVA Created videos with a Digital Design Agency - summer video campaign is complete and is now working on the winter video.

It's available to you as a lodging property or associate member.

Contact Georgette Riley georgette@ltva.org for "Partner Media Download Agreement Form" to fill out and return to request download instructions. Pictures and stills are still being finalized

MontBleu Resort Casino & Spa - Rich Hodge

Boogie Nights at BLU - doors open at 8:00pm every Saturday Night

- show up in costumes you get in free
- tons of decor changes, LED floor, psychedelic colors and disco balls
- Fun for many ages - mixed crowd at Boogie Nights
- Celebrity Guests - Michael Jackson, Tina Turner, Madonna,

Opal Ultra Lounge Open Wednesday - Sunday

- Wed: No Cover, Local Guest DJs, \$1 Fireball Shots
- Thurs: \$1 Drinks all Night

SLTLA General Meeting February, 14th 2013

- Fri: Ladies Drink Free until 2am - Free Admission with Heavenly Season Pass
- Sat: Free Admission for ladies until Midnight
- Sun: Service Industry Night - \$3 Grey Goose Drinks, No Cover for Service Industry & Ski Resort Employees

Tahoe Douglas Rotary Club:

Friday March 15th: 45th Annual St. Patricks Day Celebration

Buy your tickets fast and please make donations

You can request an Auction Item Donation form from Todd@planmygetaway.com

- you can also request a form for lodging packages.

Lake Tahoe Chamber Announcements

Feb 28th - Member Lunch Hosted by Taj Mahal

March 1st - 2013 Employment and Labor Law Update

March 5th Tech Tuesday and EXPO Prep Workshop

March 22nd - Business Expo

****Lake Tahoe Chamber**** - Awarded Two Competency awards by the Western Association of Chamber Executives for program of the year. The first award was for TahoeFuture.org and the second award was for Sample The Sierra. Congratulations!