

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At the Coachman Hotel, 9:30 am, Thursday, December 11, 2025.

Board Members Present

Randall Lambach (Bluelake Inn), Rich Bodine (Hotel Azure), Ted Moorhead (Tahoe Powder House and Tahoe Sports), Greg O'Malley (Stardust & Americana), Deepak Sharma (Tahoe Hospitality Group), Roxanne Armijo (Golden Nugget Lake Tahoe)

Board Members Absent

Jerry Bindel (Forest Suites Resort), John Jennings (Vail Resorts), and Keith Roberts (Multiple restaurants in the Heavenly Village area and on the City Council)

Guests Present

Doug Williams (Cedar Pines Resort), Brandon Crudup (Play Park Hospitality), Ben Cann (Coachman Hotel), Tim Allen (Sierra at Tahoe Resort), and Anne Sutterfield (LTVA)

Call Meeting to Order

Rich Bodine called the meeting to order at 9:35 am.

Treasurer Report

Rich: We have \$1,805.00 in the bank. \$500 is already committed to Christmas Cheer. Invoices will be going out and balance will build as dues come in.

Monthly Topics

Sierra at Tahoe Resort, www.sierraattahoe.com

Tim Allen, Business Development Manager, tallen@sierraattahoe.com

- Sierra has shifted from selling physical tickets to a discount card / digital code program.
- No upfront ticket purchase required by lodging partners.
- Each card/code:
 - Includes a unique gift code tied to your property.
 - Good for up to 4 tickets/lessons/rentals (can be used by one person multiple times or by a family/group).
 - Guests scan a QR code or use a link to a landing page, then enter the gift code to complete purchase.
- Any-day lift tickets at significant discount (example given: around \$103 vs. \$145–\$180+ window).
- Adult and kids lessons, including a strong deal on all-day children's lesson packages (ticket + rentals + lunch, discounted from roughly \$349 to about \$234).
- Some versions of the program include rentals, others do not (to avoid competing with rental partners).
- You can:
 - Put signage + card holders at the front desk so guests grab them.
 - Use digital codes in confirmation emails or "special offers" emails when guests request a discount.
 - Build "Ski & Stay" packages and promote them on your site and in your marketing.
 - Sierra will add a lodging partners page on their new website and will Feature

- your property name, photo, and copy if you're in the program.
 - Link out to your website or specific package page.
- Each code is unique & capped at 4 transactions.
- Cards have an item number so Sierra can track results by property.
- Sierra provides monthly reporting on how many redemptions came from your location.
- They cannot assign one unlimited code per property (fraud/viral sharing risk).
- Perks for Lodging Partners / Staff:
 - Two “shop passes” (transferable weekday tickets for employees).
 - Three free partner days (one Wed in Jan, Feb, Mar) where staff can ski free.
 - Discounted staff passes, e.g. a weekday pass for ~\$299 plus other pass discounts.
 - Additional day tickets around \$65 when coming with a transferable pass.
- Mountain & Operations Update:
 - Unseasonably warm; limited or no snowmaking so far, temps often 50°F+ at the mountain.
 - Considering a backup plan to open lower Broadway carpet for snow play over the holidays if they can't open full terrain.
 - New website launched; easier to navigate.
 - Two new runs added: connector from Easy Rider to West Bowl and “Super D” deeper into West Bowl area.
 - 2nd year as an Ikon Pass partner, expecting more Ikon traffic.
 - No parking reservations at Sierra; free general parking, plus some paid preferred parking.
 - Tickets purchased 30+ days in advance currently qualify for 30% off as an additional deal.
 - Email Tim with your property details to receive cards and/or digital codes and get featured on Sierra's lodging partners page.

SLTLA Board Elections

- Seats that are open:
 - Director 1-80
 - Director 81 and above
 - Director Timeshare
 - Economic Development seat
 - Associate Member for Retail
- Final slate:
 - Deepak Sharma – Director 1–80
 - Ben Cann – Director 81+
 - Greg O'Malley – Timeshare
 - Ted Moorehead – Associate Retail
 - Brandon Crudup – Economic Development
 - Congratulations!

Golden Nugget Lake Tahoe, Roxanne Armijo, roxanne.armijo@gnltn.com

- Bill's Sportsbook is open! Come check it out.
- Midnight fireworks on the Plaza for New Year's Eve
- New "Bar 46" opens next week.
- New center bar "Rush" opened.
- Mastro's Steakhouse opening late Q1 / early Q2 2026.
- Renovations ongoing through 2027.

Lake Tahoe Visitor Authority/Visit Lake Tahoe, Anne Sutterfield, anne@visitlaketahoe.com

- We are still actively pushing deals. Please if you haven't already, send us your deals/special offers for winter marketing pushes and web promotion.
- Turnpike Troubadours tonight in the Tahoe Blue Event Center. Sold out show. Alternative country.
- Winter Festival of Lights and Holiday in History this weekend at the Museum complex.

Miscellaneous

- Discussion about the old movie theatre remodel in the Heavenly Village. Could possibly be restaurant/ bar/ retail.
- Doug thanked the board for the \$500 donation to Christmas Cheer. Lots of challenges.
 - Demand has spiked sharply due to delays in SNAP benefits.
 - Typical: ~35 families/day.
 - Recently: ~65 families/day.
 - Holiday food distribution: Past years: ~197–250 families received full Christmas dinners. This year: 436 families signed up.
 - To meet the need: Community raised \$4,000–\$5,000 after a call for \$30 "sponsor a family" donations.
 - El Dorado Food Bank donated 100 turkeys; Christmas Cheer already had 200 turkeys.
 - Nevada Food Bank provided 92 hams.
 - Without this help, food costs would have been \$13k–\$14k, and they would have had to cap participation around 200 families.
- Discussion of Prop 50 / redistricting and congressional representation. Concern that the county may be increasingly tied to Sacramento-area voters, meaning less focus on mountain-specific issues. Uncertainty about where certain congressional candidates (Kiley vs. McClintock) will run and how that affects local influence.

Thank you, Ben/Coachman, for letting us meet here. The meeting was adjourned at 10:30 am.

The next meeting will be in January. Date and location TBD.