

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At the Coachman Hotel, 9:30 am, Thursday, February 12, 2026.

Board Members Present

Randall Lambach (Bluelake Inn), Jerry Bindel (Forest Suites Resort), Ted Moorhead (Tahoe Powder House and Tahoe Sports), Greg O'Malley (Stardust & Americana), Deepak Sharma (Tahoe Hospitality Group), Roxanne Armijo (Golden Nugget Lake Tahoe), Keith Roberts (Multiple restaurants in the Heavenly Village area and on the City Council) Brandon Crudup (Play Park Hospitality), and Ben Cann (Coachman Hotel),

Board Members Absent

Rich Bodine (Hotel Azure)

Guests Present

Matt Waterman (Tahoe Supply Company), Ellen Laguoy, Lisa Gallup (Tahoe Lakeshore Lodge), Eric Asbury (South Lake Tahoe Electric), and Anne Sutterfield (LTVA)

Call Meeting to Order

Randall called the meeting to order at 9:35 am.

Treasurer Report

Jerry: We have \$4,181.67 as of February 3. Thank you for your dues payments. About a quarter of the membership still needs to pay. Jerry will email Randall members who have paid so he can update the SLTLA.org Website.

Monthly Topics

City of South Lake Tahoe, www.cityofslt.gov

Keith Roberts, City Council Member and Mayor Pro-Tempore, kroberts@cityofslt.us

- [Link to PDF of Keith's presentation](#)
- City Manager Joe Irvin is departing; recruitment is underway with Bob Murray & Associates (12–14 week process).
- Hilary Roverud will serve as interim and is expected to apply.
- A new Director of Public Works (“Dr. Q”) has been hired, bringing engineering expertise and reducing the need for multiple hires.
- Discussion about the City Council closed session. Council discussed litigation strategy in closed session to minimize liability and maintain neutrality. Vote split 3–2 in support of the city attorney’s recommendation. Emphasis that the session was routine and not improper.
- Discussion about the TID presentation at the City Council meeting on Tuesday. Room nights increased, signaling a strong FY 24–25. City requested help from lodging partners and LTVA to improve outreach and engagement with business owners.
- Vacation home rentals (VHR). First reading scheduled for March 10. The proposal would remove the buffer if approved and reduce the cap to 900. Current data suggests the cap is unlikely to be reached.
- VHR reductions significantly impacted small businesses, especially in the Y area.
- Senior Center. The city holds a long-term lease and plans to partner

with Seniors Inc. once nonprofit status is finalized. Nutrition services will relocate to the new recreation center. A commercial kitchen could support vendors or fundraising activities.

- Housing. Sugar Pine phases 1 & 2 complete; Phase 3 occupancy expected Fall 2026. 128 units leased. 85% to residents. Phase 4 will prioritize locals even further.
- Area Planning. The city is exploring the expansion of the Tahoe Valley Area Plan to include industrial parcels, allowing more flexible recreational and commercial uses. Business owners raised concerns that commercial corridors outside the Tourist Core are treated inequitably. City acknowledged confusion around boundaries and openness to continued discussion.
- Transit. JPA preserved despite county funding challenges. By July, a full citywide transit system is anticipated. Lake Link will shift toward neighborhood service rather than duplicating main routes.
- Jerry commented that Lake Link currently has ~3 years of secured funding. Long-term sustainability may require business community contributions or new funding mechanisms.
- Bike paths. Continued push to expand basin-wide bike paths. A county ballot measure is expected in June to extend funding for bike paths and recreation facilities. Bridge replacement near the Y will improve connectivity toward Stateline.
- Roads. Johnson Blvd rebuild delayed due to planned utility work. Major reconstruction planned in the AI Tahoe area. Concerns raised about deferred improvements on Eloise potentially becoming permanent.
- Business Development. Business development is now a strategic priority for the city. Recognition that bureaucratic hurdles are discouraging investment. Greater willingness emerging (including from TRPA) to ease processes where possible. City leadership emphasized the need to modernize aging properties to support ADR growth and destination competitiveness.
- Motel 6 Site. Project progressing with future public input. Concept includes creating a river-oriented destination with managed access — similar to riverwalk-style environments seen in other cities.
- Council. Special council meeting tentatively set for March 30 to review: Council protocols, Ethics, and Communication standards.
- Comment: Recommendation to schedule “time certain” agenda items to better accommodate outside presenters.

Rec Center Update, Jerry Bindel, jbindel@forestsuites.com

- [Link to PDF of Jerry's presentation](#)
- Grand opening targeted for late April 2026.
- Facility Snapshot
 - 68,000 sq ft complex
 - Two full basketball courts
 - Six-lane competition pool
 - Lazy river + warm pool
 - Fitness center and walking track

- Event space (120 banquet + outdoor deck)
- Commercial and warming kitchens
- Indoor batting cages funded by the Tim Wakefield Foundation
- Climbing walls, studios, and multi-sport capability
- Pricing
 - Resident annual pass approx. \$300 (10% pre-sale discount).
 - Visitor day passes cost roughly \$12–\$15.
- Funding
 - Built using a 2% lodging-generated measure (including short-term rentals).
 - Originally ~\$35M; delays and inflation increased the cost to about \$72M.
- Economic Impact
- Expected to generate significant room nights via:
 - Swim meets
 - Basketball tournaments
 - Volleyball/pickleball events
 - Gymnastics competitions
- A coordinated “one-stop shop” event booking model is being developed to streamline tournament planning.
- Limited parking (114 spaces).

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

- America 250 planning is underway with branding, toolkits, and promotional materials in development. The LTVA has made a Visit Lake Tahoe America 250 logo that we want to share with all of you. Please feel free to use it with any specials or events coming up this year. We are working on a landing page focused on local history, like the Pony Express and the Hwy 50 Wagon Train.
- We have some postcards for you to give out to your guests.

Miscellaneous

- Lodging Assoc. meetings are open to the public and typically held monthly (excluding peak summer months).
- The public is encouraged to sign up on the SLTLA [website](#) for meeting notifications.

Thank you, Ben/Coachman, for letting us meet here. The meeting was adjourned at 10:45 am.

The next meeting will be on March 12th. The location is TBD.