

South Lake Tahoe Lodging Association (SLTLA)
General Membership Meeting Minutes.
The Coachman Hotel, 9:30 am, Thursday, April 9, 2026.

Board Members Present

Rich Bodine (Hotel Azure), Brandon Crudup (Playpark Hospitality), and Ben Cann (Coachman Hotel),

Board Members Absent

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)

Guests Present

Stefan Watkins (Vail Resorts), McKenzie Koch (TRPA), Josh Sells (RnR Vacation Rentals), Ellen Laguoy, Eric Eynmann, Kimberly Bjork (Riva Grill), Ross Bertolone (LTVA), Mallory Wolfe (LTVA), and Anne Sutterfield (LTVA)

Call Meeting to Order

Rich called the meeting to order at 9:37 am.

Treasurer Report

Rich reported for Jerry. We have approximately \$5,650.00 in the account. Thank you for your dues payments. Only about six people have not paid yet.

Monthly Topics

Lake Tahoe Leadership/Washoe Tribe Drive, Stefan Watkins, Stefan.watkins@vailresorts.com, and McKenzie Koch, info@daawcenter.org, representing Leadership Lake Tahoe/ Tahoe Chamber

- [Link to Presentation PDF](#)
- [Link to Flyer PDF](#)
- The Tahoe Chamber Leadership program develops community leaders through a 10-month curriculum and capstone project.
- Their group selected a project supporting the Washoe Tribe and the Da'aw Center in South Lake Tahoe.
- The Da'aw Center will serve as a gathering space for the Washoe Tribe and support cultural preservation, community connection, and programming.
- Planned initiatives include environmental stewardship, cultural programming, and language preservation.
- Only five fluent Washoe language speakers remain, and efforts are being explored to record and preserve the language.
- The group is focused on fundraising, awareness, and partnership-building.
- Current fundraising total is \$725, with a goal of \$35,000.
- Fundraising efforts include:
 - Bingo event on May 13 at South Tahoe Brewing Company
 - Raffle and silent auction
 - A [Givebutter donation](#) platform is being used through the

Tahoe Chamber.

- Looking for in-kind donations such as hotel stays, spa services, or other experiences.
- Businesses are encouraged to share information, donate, or provide raffle items.
- Interest was expressed in supporting the project through donations and partnerships.
- Rich said he would bring the opportunity back to the board. Due to lack of quorum, no formal group action was taken today.
- Please reach out to Stefan and/or McKenzie with any questions.

America 250 Update, www.visitlaketahoe.com/america-250

- Challenges with fireworks barges were discussed, including equipment loss and ownership changes.
- A test for land-based fireworks was conducted but deemed not feasible.
- New barges have been secured, and fireworks are expected to proceed on the lake as usual.
- TID has pledged up to \$100,000 to support securing fireworks operations.
- Costs for fireworks have increased significantly.
- Partners are encouraged to participate in America 250 activations and promotions.

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

- As LTVA marks its 40th anniversary this year, the Awe and then Some Forum is coming together. The Forum will explore topics including:
 - Doubling Down on Outdoor Recreation: Travel Nevada's Vision and What It Means for Lake Tahoe
 - Taking Awe to the Next Level: Visit Lake Tahoe's new campaign
 - Mountain Travel Update: Nimble Resilience Amid the Turmoil
 - Panel: Innovative Business Development Strategies in Changing Times. And more!
- The forum will be held on Tuesday, May 5, from 8:30 am to 1:30 pm at the Tahoe Blue Event Center. Doors open at 8:15 am for a continental breakfast, and the program begins at 8:45 am. [Reserve your seat now here](#). Admission is \$30 and includes breakfast, networking lunch, and parking.
- We have some Beyond Awestruck docuseries postcards for you to give out to your guests. If you haven't had the chance to watch it, it is really great.

Miscellaneous

- Stefan updated us on the pilot shuttle program between South Shore and Kirkwood.
- The shuttle runs two trips daily in each direction through April 19.
- Early usage has been strong, with most seats filled.
- Data is being collected to evaluate long-term viability.
- Regional transportation integration has improved, including:
 - Shuttle routes now visible on Google Maps

- Coordination with Tahoe Transportation District and Lake Link
- Continued efforts are focused on making transportation easier to navigate for visitors.
- Discussion about VHRs
 - The density cap has been lifted, with a maximum of 900 units outside the tourist core.
 - Total units are expected to reach approximately 1,400 within city limits.
 - Permit issuance is ongoing, though details remain unclear.
 - Enforcement is expected to improve.
- Brandon updated the group:
 - Holiday Inn Express has transitioned to HiMark branding.
 - A full property renovation is planned over approximately two years.
 - Renovation is expected to begin after summer.
- Discussion on business levels:
 - The winter season was challenging due to limited snowfall.
 - TID collections are approximately \$10,000 above budget for the first four months.
 - January performance was strong due to the timing of snowfall.
 - The outlook for spring and summer remains optimistic.

Thank you, Ben/Coachman, for letting us meet here. The meeting was adjourned at 10:15 am.

The next meeting will be on May 14th. The location is TBD.