

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

The South Lake Tahoe Recreation Center, 9:30 am, Thursday, May 14, 2026.

Board Members Present

Rich Bodine (Hotel Azure), Ben Cann (Coachman Hotel), 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),

Board Members Absent

Brandon Crudup (Playpark Hospitality) and Keith Roberts (Multiple restaurants in the Heavenly Village area and on the City Council)

Guests Present

Kimberly Bjork (Riva Grill), Devon Middlebrook, Doug Williams (Cedar Pines Resort), Aimi Xistra-Rich, (Boys & Girls Club), Mallory Mahon (Boys & Girls Club) Wes (Action Watersports Lakeside Marina), Rich Hodge (Round Hill Pines Resort), Lisa Gallup (Tahoe Lakeshore Lodge & Spa), Cara (Coachman Hotel), and Anne Sutterfield (LTVA)

Call Meeting to Order

Rich called the meeting to order at 9:31 am.

Treasurer Report

We have approximately \$4,700.00 in the account. There are still some outstanding dues.

Monthly Topics

Emerald Bay Shuttle, Tara Styer, Deputy Executive Director, Tahoe Transportation District, tstyer@tahoetransportation.org

- [Link to Presentation PDF](#)
- Tara shared major updates on the return of the Emerald Bay Shuttle service for summer operations. The shuttle is anticipated to begin on June 15 and run through Labor Day, slightly delayed due to pending federal funding agreements.
- Service will operate: Monday through Friday, 9 a.m. to 5 p.m. Saturday and Sunday: 8 a.m. to 5 p.m.
- Two shuttle routes are planned: The Y to Eagle Falls and Sugar Pine to Eagle Falls
- Fare structure remains: \$5 one way / \$10 round trip for adults. Reduced fare available.
- Walk-on riders will now be allowed, with onboard payment options including cards and cash.
- Shuttle vehicles will be smaller passenger vans, improving maneuverability through Emerald Bay switchbacks. Encourage reservations.
- Discussion on Improving transit connections from Stateline and Heavenly Village
- Better signage and QR-code-based directions for guests
- Providing lodging properties with simple staff-facing instructions and PDFs for front desk teams
- Long-term need for a formal park-and-ride facility near the Y
- Educational or guided-tour style narration onboard
- Dynamic highway signs encouraging transit use when parking areas fill
- More visitor-oriented messaging that emphasizes convenience and time savings.

- Tara commented that additional roadside parking barriers will be reinstated and expanded this year to improve safety and reduce dangerous roadside parking.
- CHP enforcement and towing operations will continue during busy weekends.
- Future infrastructure concepts include upgrades to the Vikingsholm parking lot, transit integration, and enhanced visitor amenities.
- Kimberly asked to share with the Restaurant Association.

Vote Yes on Measure G, Devon Middle Brook

- Devon presented information on Measure G, which is appearing on the June ballot for California-side voters within LTUSD boundaries. Measure G would extend the existing Measure S parcel tax originally approved in 2000.
- Funding Supports:
 - Bike path maintenance and winter plowing
 - Community playfields
 - Paradise Park improvements
 - School playgrounds and recreation infrastructure
- The measure would:
 - Maintain the current tax structure through 2030
 - Allow only a 2% annual increase afterward for inflation
 - Extend funding through 2060
- Devon emphasized that the measure is focused on maintaining existing infrastructure rather than building new projects.

Board Action

The Lodging Association Board voted unanimously to endorse Measure G officially.

Round Hill Pines Resort, Rich Hodge,

- The resort reopened on May 1 following renovations
- Parking demand is expected to remain very high this summer
- Parking fees remain \$12 daily
- Annual parking passes have already sold out
- To reduce parking congestion, A free Lake Link shuttle from Harrah's Valet will operate every 15–20 minutes
- Expanded promotion of biking and water taxi access
- Free parking after 5 p.m. The bar is open until sunset
- The Rum Runner cruise will now depart exclusively from Round Hill Pines this season, offering two Emerald Bay cruises daily during peak summer.
- No jet ski rentals at Round Hill this year
- Continued focus on beach toys, boat rentals, and guest experience improvements
- Rich will be by your properties in the near future

Lakeside Marina, Wes

- Expanded fleets for boats, kayaks, paddleboards, and parasailing
- Stable pricing for the summer season
- Water taxi round-trip pricing remains at \$50 per person. The water taxi is expected to connect:
 - Lakeside Marina
 - Camp Richardson
 - Round Hill Pines
- Increased staffing and backup captains to improve reliability

- Potential Memorial Day launch timing
- Bikes are allowed on board the water taxi
- Discussion of changes at the former Timber Cove property and ongoing uncertainty regarding beach access and redevelopment plans by the new ownership.

Ski Run/Tahoe Keys, Ted Moorhead, ted@tahoesports.com

- Ted from Tahoe Sports shared updates on Ski Run Boat Company and Tahoe Keys Boat Rentals, highlighting a strong focus on guest-friendly water recreation experiences and safety protocols.
- Approximately 150 boats are available across both locations
- Fleet ranges from small six-passenger boats to 27-foot pontoons
- Parasailing operations continue with two boats running every 30 minutes
- Tahoe Keys Marina renovations are nearing completion
- Expanded offerings include wake surf boats, tubes, wakeboards, wetsuits, and jet skis.
- GPS tracking and radio communication on all rental boats
- Dedicated support vessels are available for assistance on the lake
- Enhanced operational oversight following incidents from prior seasons
- Strong cooperation between parasail operators and marine businesses regarding safety and weather conditions.
- A new membership-style “Tahoe Sports Boat Club” was introduced:
- Members pay an initiation fee
- Receive half-price boat rentals throughout the season
- Two membership tiers:
 - Standard: 5 discounted rentals
 - Premium: 12 discounted rentals
- Designed as an alternative to boat ownership for repeat Tahoe visitors and locals.
- Local Promotions: Half-price local rentals available through June 19
- Promotion returns after Labor Day
- Jet ski rentals are currently limited to one rider per machine, with wetsuits required due to cold water temperatures.
- Discussion on rising fuel costs across marinas
- Interest in expanding water taxi stops and “bar hop” concepts around the lake
- Optimism around summer visitation and Tahoe’s drive-market demand.
- Don’t hesitate to reach out to Ted with any questions.

Tahoe Brewfest & Beer Week Updates, Aiimi Xistra-Rich, axistra@bgclt.org and Mallory Mahon, mmahon@bgclt.org

- Aimi and Mallory from the Boys & Girls Club of Lake Tahoe presented updates on the 9th annual Tahoe Brewfest and the growing Tahoe Beer Week initiative.
- Brewfest continues to grow as the organization’s largest annual fundraiser
- Attendance typically ranges between 2,500 to 3,000 guests
- Audience demographics skew toward ages 25–54
- Significant out-of-market visitation from Sacramento, Bay Area, Reno, Southern California, and beyond.
- The Viral Brewers Olympics video reached more than 2 million views
- The Instagram audience grew from roughly 3,000 to more than 9,000 followers
- High engagement and growing regional/national awareness.
- Tahoe Beer Week will run August 22 through Brewfest weekend and aims to extend visitor stays through:

- Brewery events
- Happy hours
- Yoga and wellness activations
- Restaurant partnerships
- Live music and themed experiences
- Aimi emphasized the goal of increasing midweek lodging stays and creating longer visitor itineraries leading into Labor Day week.
- Lodging partners were encouraged to participate through:
 - Room packages
 - Ticket giveaways
 - Co-promotions
 - Happy hour partnerships
 - On-property activations
- Aimi also announced a collaborative Brewfest beer with Cold Water Brewery
- Expanded vendor footprint this year
- Fundraising goal of \$150,000 for local youth programming.
- Please reach out with any questions or if you would like to partner.

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

- Lodging properties were encouraged to submit special offers and updated wedding/meeting information for Visit Lake Tahoe's website.
- Fireworks audio synchronization will move to a new platform this year; more information to come.

Golden Nugget Update, Roxanne Armijo, roxanne.armijo@gnltn.com

- Mastro's Steakhouse officially opens tonight at the Golden Nugget
- The newly renovated lobby is now complete
- Additional hotel and casino renovation work is still underway.

Miscellaneous

- Possible Renaissance Faire at Paradise Park on August 15–16
- Expanded Valhalla summer concert lineup
- New annual college basketball invitational planned at Tahoe Blue Event Center beginning November 8, potentially televised on CBS Sports Network.

Thank you to the Rec Center for letting us meet here. The meeting was adjourned at 10:55 am.

The next meeting will be on June 11th. The location is TBD.