

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At Coachman Hotel, 9:30 am, Thursday, April 10, 2025. In Person and via Zoom

Board Members Present

Jerry Bindel (Forest Suites Resort), Randall Lambach (Bluelake Inn), Ted Moorhead (Tahoe Powder House and Tahoe Sports), Kathleen Mason (Holiday Inn Express), Rob Leonard (Blue Jay Inn/Moose & Maple Lodge), Greg O'Malley (Stardust & Americana), Deepak Sharma (Tahoe Hospitality Group)

Board Members Absent

Rich Bodine (Hotel Azure), John Jennings (Vail Resorts), Roxanne Armijo (Golden Nugget Lake Tahoe), and Keith Roberts (Multiple restaurants in the Heavenly Village area and on the City Council)

Guests Present

Ben Cann (Coachman), Doug Williams (Cedar Pines Resort), Chris Proctor and Mindi Befu (Barton Health), Aimi Xistra (Tahoe Brew Fest/Boys & Girls Club Lake Tahoe), Anne Sutterfield (LTVA), Kimberly Bjerke (Riva Grill), Sean (Quality Inn), Aline Thibodeaux (Coachman), Carah Frank and Nick Pancoast (Beach Retreat and Lodge) Josh Sells (RnR Vacation Rentals), Caprice Witt and Judi Goddard (Lakeside Park Association)

Guests on Zoom

Dania Duke (Margaritaville Resort), Melissa Fritsche (Marriott Lake Tahoe, Vanessa Heckendorn (Hotel Becket) Ellie Bray (Tahoe Reservations Vail Resorts), Sarah Garth and Brian Hickman (Commute with Enterprise/Vanpool)

Call Meeting to Order

Randall Lambach called the meeting to order at 9:32 am.

Treasurer Report

Jerry: We have \$5,928.70 in the bank. Most dues have been paid. Thank you. Filed tax return. Good with the IRS.

Jerry commented about the Hwy 50 Wagon Train. They are struggling and looking for funds. Jerry asked if the Lodging Association board would consider supporting with \$500.

76th Anniversary run. May 31st through June 7th, 2025. The Wagon Train starts in Round Hill Nevada and travels over Highway 50 ending in Placerville California.

A motion was made to support Hwy 50 Wagon Train with \$500

Moved: Randall Lambach

Seconded: Kathleen Mason

Approved: Anonymous

Monthly Topics

Barton Heath Hospital Replacement Project

Chris Proctor, cproctor@bartonhealth.com and Mindi Befu, mbefu@bartonhealth.com

- [PDF of Presentation](#)

- [PDF of flyer that was handed out](#)
- Barton is proposing a new hospital on the Nevada side due to California seismic retrofit requirements by 2030.
- The existing California campus is aging and cannot meet updated structural codes.
- Barton emphasizes they are not leaving California; outpatient and wellness services will remain and expand.
- New Nevada campus would host:
 - Inpatient hospital
 - Emergency care
 - Oncology and cardiovascular services
 - Current plan includes:
 - 55 inpatient beds
 - 3–5 story building (max height proposed: 80 feet)
- Environmental review and TRPA compliance in progress.
- Construction targeted by 2035, pending approvals and community input.
- Discussion on EMS impacts, traffic during July 4th, and community demographics shifting older, requiring enhanced care services.
- Please reach out with any questions.
- Jerry asked if the board is willing to give some degree of endorsement to the project/overall concept.

A motion was made to endorse the overall concept of the new Barton Hospital Project

Moved: Jerry Bindel
Seconded: Ted Moorehead
Approved: Anonymous

Commute with Enterprise - Vanpool Program

Sarah Garth, Sarah.E.Garth@em.com

Brian Hitchcock, Brian.Z.Hitchcock@em.com

- [PDF of presentation](#)
- Regional vanpooling programs offer shared rides for local employees.
- Vehicles are 7–15 passenger vans with full maintenance, fuel cards, and support.
- \$600/month with subsidy available via South Shore TMA.
- Aimed at reducing vehicle miles, traffic, and commuting costs.
- Employers can participate with as few as 2–3 commuters; flexible routing and vehicle sizes available.
- The program can adjust van sizes as interest grows.
- Need to start having conversations to get the program in place by say June if needed.
- Please do not hesitate to reach out with any more questions.

Tahoe Powder House Ski and Snowboard Shops, Tahoe Sports, Ski Run Boat Company, Tahoe Keys Boat Rentals and the Party Boat.

Ted Moorhead, ted@tahoports.com

TahoeSports.com

- Winter rentals (ski/snowboard) continue through Memorial Day at the main store.
- Boat rentals resume Easter weekend; daily operations start May 7 (weather permitting).

- Offerings include parasailing, kayaks, paddleboards, jet skis, and the Party Boat.
- New charter boat to facilitate water fun: Tahoe Tiki Oasis. Coming by the end of July. 25 people max. Slide, lily pad, etc.
- Ted will be coming around with new paper for the referral program. Same promo codes.
- Everything is on the website, tahoesports.com
- Please contact Ted with questions or if you need anything.

Tahoe Brewfest/Tahoe Beer Week, Aimi Xistra, axistra@bgcilt.org
www.tahoebrewfest.com

- Brewfest returns August 23, 2025 on Ski Run Blvd.
- Largest brewfest in the basin: 3,000+ attendees, 50+ breweries, DJs, and local vendors.
- VIP, General Admission, and community-friendly tiers available. You can come and enjoy the event without a ticket, you just won't be tasting. Food and drink available for purchase without a ticket.
- Tahoe Beer week kicks off with Tahoe Brew Fest on Saturday and it goes for an entire week of events at different breweries in town.
- Early bird tickets on sale now, \$10 off. After early bird pricing is \$75 and VIP is \$125.
- You do not have to purchase a ticket to just come down and enjoy the event. You don't get to sample beers but you can buy beers from the bar, you can buy food, you can enjoy the vendors.
- Raised \$125K+ for Boys and Girls Club of Lake Tahoe youth last year..
- Seeking lodging partners: \$500 sponsorship includes promo and booking referrals on the website.

Lakeside Beach Park Association, www.lakesideparkassociation.org/beach Caprice Witt and Judi Goddard.

- \$30 adult and \$20 per child for all day in and out beach access.
- Beach access via passes/vouchers. Open to the public 9am–9pm during the season.
- Off season access is free. No bathrooms available during off season. Dogs are ok in the off season (please pick up after your dogs). No dogs except service dogs during the regular season.
- New playground + outdoor gym in approval stages with TRPA and city.
- Locker installation, ADA upgrades, and shaded furniture rentals available.
- The restaurant, operated by Foscett Enterprises, returns with dine-in and grab-and-go. Same people who run Bareroots.
- One Beach wheelchair (bigger wheels) is available at Lakeside beach. It is free.
- Lakeside Beach shuttle runs from Memorial Day weekend through Labor Day weekend 11am-6pm.
- [Lakeside Marina](#) usually opens May 15th.

Visit Lake Tahoe/ Lake Tahoe Visitors Authority (LTVA), Anne Sutterfield,
anne@visitolaketahoe.com

- We have the Awe and then Some Forum coming up on Tuesday, May 13th, 8:30 am - 1:30 pm. \$25 including parking, continental breakfast and lunch. This will be tourism focused updates, Caroline Beteta president and CEO of Visit California will be there speaking this year. I brought a flyer with a QR code to scan if anyone would like.

Miscellaneous

- Lake Link shuttle expanding to Round Hill Pines and other beach destinations this summer.
- Shuttle access helps alleviate beach parking issues for employees and guests.

Thank you, Ben/Coachman, for letting us meet here. The meeting was adjourned at 11:20 am. The Next meeting is scheduled for May 8, 2025, at 9:30 AM—location TBD.