

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At Lakeside Beach Patio & Grill, 9:30 am, Thursday, June 13, 2025.

Board Members Present

Jerry Bindel (Forest Suites Resort), Randall Lambach (Bluelake Inn), Rich Bodine (Hotel Azure), 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

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

Jessica Grime (Tahoe Chamber), Mike Peron (Tahoe Tribune & Tahoe Chamber), Nikia (Lakeside Beach Pation & Grill & Bare Roots Coffee), Judi Goddard (Lakeside Park Association), Anne Sutterfield and Ryn Muat (LTVA), Alex Ramon (Magic)

Call Meeting to Order

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

Treasurer Report

Jerry: We have \$3,998.98 in the bank.

Monthly Topics

Tahoe Chamber, tahoechamber.org

Jessica Grime, Membership and Events Manager, membership@tahoechamber.org

Mike Peron, Events Chair, Tahoe Chamber, peron.mike@gmail.com

- Sample the Sierra, September 6th at Bijou Community Park.
- This year we are looking for partnerships within the community as our Eldorado County funding was cut by \$47,000.
- We are looking to expand our community presence and our partnerships, and wanted to come to you all to express the idea of providing some discount codes, perhaps for attendees. Also, cross-promotion with newsletters and advertising the event as well as possible sponsorships for the group. Even a booth at the event if you want.
- [PDF of information on sponsorships](#). If you are interested in partnering as a lodging partner to provide a small discount code. We will have a lodging specific tab on our website for Sample the Sierra that will encourage those attendees to go to your websites.
- We're looking at 1,500 to 1,600 people this year. Very visitor-centric.
- Question: How many visitors are from out of town? Do you know the demographics of the events? Jessica: 50-50 local/visitor. Bachelorette parties come up to enjoy. We have those who want to enjoy the weekend after a busy Labor Day, and the Teddy Swims concert is happening that weekend, so that's going to bring a lot of folks to our area.
- We are looking to partner with the Rubicon Trail Run on the West shore.

- Business Expo for 2026 at the Tahoe Blue Event Center, Thursday, May 7, 2026.
- Just launched the Brewery Trail. Tuesday and Wednesday, six breweries and a Hop on - Hop off shuttle. You get a passport, and after you get stamped at each location, you receive a free pint glass.
- Next Wednesday, June 18th, we have a mixer at the Holiday Inn Club Vacations Tahoe Ridge Resort. 5.30 to 7 p.m. We will have light bites, drinks, a DJ, and a photo booth. They're going to be giving tours of the property. We invite you to join us.
- Mike Peron: Bloody Mary festival at the Beach Retreat on Saturday, August 10th. Please text or email me if you'd like to attend or if you have any staff who would like to join us. We have tickets available for you.
- Tahoe Chamber to come to the June 26th SLTTID Board meeting to request funding to help with the \$47,000 cut.

Tahoe Sports & Powderhouse, tahoesports.com, Ted Moorehead, ted@tahoesports.com

- 100% open at both of our locations. Ski Run Boat Company and Tahoe Keys Boat Rentals. Boat Rentals, Jet Skis, Parasailing, Kayaks. We have a number of bookings already in place for the Fourth of July weekend and Celebrity Golf. If you have guests inquiring, definitely have them reach out to us to get things locked up. Those are the dates that are probably the most sensitive for everyone coming into town.
- I'll make sure that everyone's up to date with all of the discount distribution information we have for all your guests. We also have that in a digital form, QR codes and promo codes on all those sheets too.
- Don't forget about our party boat, 52 foot Harbor Master, 49 people. It's a beautiful boat for weddings, small trips, small groups, bachelor's, and bachelorette parties. If you have anything impromptu, it's something that you can find on our website TahoeSports.com, a wealth of information for everything we do. If anyone have questions, don't hesitate to reach out. I typically stop buy your properties once a fortnight, give or take, but if there's anything more pressing that you guys need, let me know. You've got a cool frontline appreciation promo going on right now. A lot of your properties have seen that, so just definitely make sure your staff's reaching out, get them out parasailing, and make sure they get a chance to enjoy the lake.
- If you guys have super VIPs that need super special treatment, we can do everything we can to work with them.

Alex Ramon Magic, Alex Ramon, alex@alexramonmagic.com, and MJ the dog

- Currently in the Cabaret at Caesars Republic Lake Tahoe (formerly Harveys), Tuesday through Saturday, 7:30 pm.
- Longest running headliner in South Shore history. 13 years.
- Five star reviews on Google, Yelp, and TripAdvisor.
- Looking to partner with the community to help get the word out instead of paying thousands of dollars for advertising.
- Key card inserts when the guest checks in, you present the card that he supplies. Alex will give you \$500 to do that.
- Also, an opportunity to put up a banner on the side or a fence, or a pop-up inside for \$700 plus.
- Question about the rules for putting up banners. Alex: It depends on your property if the city allows advertising. Also, indoor pop-ups are easy.

- Alex would like to invite all locals, especially local business owners and staff, to see the show. Limited on busy weekends. Email him at alex@alexramonmagic.com.
- In talks to do a multi-year deal with Caesars.
- Going to Turin, Italy, next month for the FISM (basically the Olympics of Magic). Last summer, I took a week off to compete in the North American qualifiers. MJ and I ended up winning first place, and we became the number one ranked illusionist in North America, qualifying us to compete at the World Championships next month. The week after ACC, I'll be in Italy. But other than that, I'm five nights a week.
- If you guys are interested in working and partnering with me and want to be one of my clients, let me know. There are some options that I want to explore this summer, with banners on local businesses and properties and key inserts.
- Also does Print and Embroidery—innovative Imprints in Carson City.

Lakeside Beach Patio and Grill, www.lakesideparkassociation.org/beach/, Nikia, (530) 475-2530

- Third year in operation.
- Also runs Bare Roots Coffee Roasting Company. Expanded to where the Scott Forest Art Studio used to be on Sierra Blvd. (he moved to Round Hill Village) They source coffee from small farms that have organic practices. If anyone is interested in small bags for their hotels let me know.
- We are open from 11:00 am to 9:00 pm.
- Elevated beach food. Almost famous fish & chips, the best burgers, and great meal deals. [Link to lunch and dinner menus.](#)
- We also have a separate menu for the snack shack that serves the beach.
- Beer and wine on the patio. No alcohol is allowed on the beach.
- We will have a special 4th of July buffet for members and their guests, priced at \$30. Not open to the public.
- Nikia is also the water systems manager for Lakeside.

Lakeside Park Association, lakesideparkassociation.org, Judi Goddard, judi@lpatahoe.com

- We'll be blocking the roads for the Fourth of July, and we will not have any general public sales. It'll just be that one day out of the year for our members and their guests. We want to ensure they have enough room and space on the beach.
- We have a beach wheelchair available free of charge to anyone who needs it. We have lockers in our bathrooms, available on a first-come, first-served basis.
- We always have cornhole, our bags are available for free.
- We have volleyball and badminton, also available for free.
- We have a pump for inflating guest floaties.
- Our guests from our member hotels get 50% off our furniture rental. And our staff will set it up wherever the guests would like it and bring it back when they're done. That runs from 11 to 6.
- We also offer a complimentary shuttle that loops through the neighborhood, running from 11:00 to 6:00. It's electric, so the service is available for as long as the charge lasts. Those are just some of the amenities that we do offer at our beach.
- The list of members and hotels in the Lakeside Park Association is on the [website here](#).
- We also have water filling stations on the beach, and all the water is sourced from the lake

Lake Tahoe Visitor Authority/Visit Lake Tahoe, Ryn Muat, ryn@visitlaketahoe.com

- Ryn passed out flyers for the Open House at the Visitor Center in the Heavenly Village, Wednesday, June 25th, 9 am to 5:00 pm. This is for guest facing or service industry folks to learn about what is available at the visitor center. We do have a cool kids' area there. We're going to have coloring books that we're giving out at that site, as well as postcards. All of the staff who work at the Visitor's Center are long time Tahoe residents, so they truly are experts. We will have refreshments and prize drawings. Drop in any time that day.
- I wanted to highlight from our recent South Shore bulletin. We put the information about this year's free bike valet for the ACC in there. So that's another good thing to have your front desk staff know about so they can inform people as they're coming in that week. As well as all of the links to all of the presentations from the tourism forum. If you didn't attend the forum and would like to get a sense of what we shared that day, you can access all the presentations online. If you did not receive the bulletin, or you're not on that mailing list and you want to get on there, send me an email, ryn@visitlaketahoe.com
- The fireworks this year will be at 945 pm for approximately 20 minutes, and the music will be on the radio again.
- At our most recent marketing services committee meeting, we approved three additional events for sponsorship funding. The Omni Yoga Festival is in September. Caesars is hosting a Red Wine, White Wine, and Brew Fest Labor Day weekend, and the last event is the Toyota Apres and Air festival again this year.
- Lake Link will have two dedicated shuttles running for Celebrity Golf again this year.

Thank you, Nikia and Judi, for letting us meet here. The meeting was adjourned at 10:35 am. The next meeting is scheduled for September 11, 2025, at 9:30 AM. Location TBD.