

South Lake Tahoe Lodging Association (SLTLA)
General Membership Meeting Minutes.
At Forest Suites Resort, 9:30 am, Thursday, May 8, 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

Rich Hodge (Action Water Sports), Erin Ellis, Katrina Johnson, and Mariel Berei (Humane Society of Truckee-Tahoe), Rose Tanner (Kingsbury Crossing), Ben Cann (Coachman), Doug Williams (Cedar Pines Resort), Anne Sutterfield and Ryn Muat (LTVA), Josh Sells (RnR Vacation Rentals), Ellie Bray (Tahoe Reservations Vail Resorts), Dreu Murin (Heavenly Village), and Lyric Amsterdam (Round Hill Pines Beach Resort)

Call Meeting to Order

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

Treasurer Report

Jerry: We have about \$5,400 in the bank. A \$500 donation went to the Wagon Train. Most dues have been paid. Thank you. A few outstanding invoices still need to be paid.

Monthly Topics

Humane Society of Truckee-Tahoe, <https://hstt.org>

Erin Ellis, Community Engagement Director, erin@hstt.org, Katrina Johnson, Fundraising & Special Event Coordinator, katrina@hstt.org, and Mariel Berei, South Lake Tahoe Program Manager, mariel@hstt.org

- [PDF of Presentation](#)
- Serving Truckee/North Tahoe since 1994.
- Expanded to South Lake Tahoe after the closure of the Lake Tahoe Humane Society.
- Now cover Glenbrook to Meyers, plus some overlap with Douglas and El Dorado Counties during emergencies.
- Shelter and adoptions (cats & dogs).
- Community spay/neuter programs (5,700+ to date).
- "Pet Pantry" to keep pets in homes during tough times.
- Stay R'Over Night Program
 - Lodging partners donate 10% of pet fees to support Humane Society programs.
 - Participating hotels receive: Marketing/PR benefits (website, email newsletter, social media).

- In-room perks (e.g., dog treat with branding, thank-you cards).
- Currently partnered with four properties (including a Hilton). None in South Lake Tahoe yet.
- Flexible participation based on size or pet fee.
- Questions were raised about tax deductibility (TOT). Katrina will follow up with clarification.

Heavenly Mountain Resort Summer Operations, John Jennings, Senior Director of Hospitality, Lake Tahoe & Northeast Regions, Jjennings1@vailresorts.com
www.skiheavenly.com

- John was unable to make this meeting. Rich read from an email John sent this morning.
- We are opening for summer operations early this year on May 23, and I've got some exciting new updates on our summer plans.
- We will begin the summer open on weekends (Friday, Saturday, Sunday + Memorial Day) and shift to seven days a week on June 13, with our regular hours of operation moving to 10am-5pm this summer.
- On opening day, we'll be offering Gondola sightseeing, the Ridge Rider Mountain Coaster, snow tubing (for as long as conditions permit), and gem panning, along with food and drink at Tamarack Lodge and Cafe Blue. From there, we'll open our remaining activities on the following schedule. Please note this is our preseason plan, and these dates are subject to change:
 - **Hot Shot Zipline:** Opens June 20
 - **Granite Peak Climbing Wall:** Opens June 20
 - **Discovery Day Camp:** Opens June 30
 - **Summer Tubing:** After snow melts, approximately July 1
 - **Hiking Trails:** After the snow melts and the trails dry
 - **Mountaintop Yoga Series:** Sundays at 10:00 am, July 6 – September 7
- Another change we are implementing this summer is that a Gondola sightseeing ticket will be valid for the entire day, allowing for multiple trips if guests desire. We heard this feedback directly from our employee survey and want to offer this to add value for our guests. Thank you for the suggestion!
- Additionally, Katie with Heavenly's Marketing Team is building a 1-page graphic that you can upload to your resort's websites for Summer Activities or print and post at your guest-facing locations. We're also looking to add a QR code to the Heavenly website. This should be ready in the next couple of weeks.
- Question on how much the Gondola will be this season. Not sure yet. Probably dynamic pricing.

Action Watersports, Lakeside Marina, Timber Cove Marina and Round Hill Pines Marina, Rich Hodge, rphodge@icloud.com
action-watersports.com

- Opening Day: May 17 at Lakeside Marina & Timber Cove.
- You do not need a beach pass to access Lakeside Marina.
- Services: Kayaks, jet skis, parasailing, beach toys, boat rentals.
- New initiative: Discounted or reimbursed rentals for guests using rideshare/Lake Link to ease parking issues.
- The water shuttle service will run between marinas. Departs from Lakeside Marina every even hour (10am, 12pm, 2pm, 4pm). Cost: \$65 round trip. Kids are less.
- More information to follow on specifics. Does not go into Emerald Bay.

- Encouraging hotels to promote the marina and the use of the shuttle over parking.
- [WindSong](#) 65' McGregor Sailing Yacht Tours are coming.
- Rich will be coming around to the properties with a rate sheet.
- Randall commented that an eight-passenger golf cart roams around the area as a shuttle to Lakeside Beach & Marina.
- Please reach out to Rich with any questions.

Round Hill Pines Beach Resort, Lyric, sales@roundhillpinesresort.com
roundhillpinesresort.com

- Now open (as of May 1).
- Serenity Sightseeing cruises start in late May.
- New shuttle partnership with Lake Link and Harrah's (every ~15 min).
- No lodging/camping on site; marina rentals and food/bar are open.
- Renting umbrellas and tents. Not kayaks yet, the water is too cold. Will start renting boats, jet skis, etc, at the end of the month.
- Getting ready for weddings and events.
- \$12 parking fee. Parking fills fast. Come early or take the Water Taxi, Lake Link/Harrah's shuttle. Seasonal parking passes: \$145 (almost sold out).
- Question about parking boat. 90 minute boat parking to enjoy the restaurant/bar. Day use mooring is available.

Rich Bodine gave a South Lake Tahoe Tourism Improvement District (SLTTID) update:

- We do finally have a full TID board. At the last meeting, the board appointed Melissa from Marriott Timber Lodge and Grand Residence to fill the open board seat.
- Jerry: I heard a rumor or question about a potential increase of TID, and I wanted to get that conversation going to get this group's input before the TID meeting.
- Rich: Yes, I was asked to put that on the agenda for this month. We do have the ability to raise TID by a dollar per night.
- Doug: Last December would have been the time that we could have increased it.
- Randall: And we said no.
- Kathleen: And we said no.
- Jerry: It sounds like there's a little bit of pushback to actually do it.
- Rich: Another board member asked me to add it to the agenda for discussion. So that's kind of as far as we've gotten. We haven't talked about it as a board. I mean me personally, I don't think it's the time to do it either.
- Randall: I'd like to get a consensus of the motels and hotels in this room, for instance. So we can take that information to the TID board. Does everybody mind saying yay or nay if they're with a lodging property?
- Jerry: Just so you know, the LTVA is funded 95% of the TID, LTVA's put in, this last year was an amazing advertising year. We had about three million dollars of advertising. Our normal years, and this next year budget too, is down to two million dollars, which has been normal. Last year we blipped it. We thought there was a little recessionary forces coming. We had extra funding for advertising last year, so we really did a great job. We saw that in the numbers. But the LTVA, as far as I know, is not requesting additional funding from the lodging partners at this point in time. We have an extra \$100,000 still of unallocated special events funds that can be used towards an event that goes through the process. We've funded an amazing number of events this year through the marketing committee and the LTVA board. Curling, and there's a food event. Tahoe Games, and Steak Cookoff. We just fought against the TOT increase and to come back and now say, well, we want a TID increase, kind of doesn't make sense. That's my opinion.

- Question: Who is pushing for a TID increase? Doug.
- Doug: I want to use it for events. There are all kinds of events out there that if we put the word out that we have the money to promoters, they will come. But we haven't put the word out at this point. So there are all kinds of things that we can be doing to generate more events in the town that will return on investment on events. It's huge. We've heard from Airbnb, Expedia, and Booking.com that what they're seeing is that events are driving tourism. And the more events we can bring into this town, the better it is. Our numbers for room nights are down. The city has told me, city manager has told me that their room nights are down 16% since 2019. Part of that is VHRs, but our room nights in the city is down 60,000 room nights. I would love for us to recapture those 60,000 room nights somehow.
- Jerry: We've got \$100,000 that's unallocated. We've got another \$150,000 and \$160,000 in TID special projects funds that have not been allocated.
- Doug: We allocated \$70,000 at our last TID meeting.
- Rich: So we are down to \$125,000, unallocated.
- Jerry: We've got potentially hopeful VHRs coming back online, bringing additional funding into the TID. We've just fought and won the TOT non-increase for this year.
- Deepak: Without increasing the TID fee, is there a way to better use the funds to push for events? I agree, we don't have a whole lot going on here. We have several months of slow season. If you can throw in events there that bring in people, that's the way to increase tourism, but can we do a better job in managing the existing funds? That is question one. Second is, if we do have to do an increase, can we do it in a way that is somewhat proportional to what the customer is paying for? The person paying \$50, \$60, \$70, a dollar increase is quite a bit. But if the room rent is much higher, can it be a little bit higher proportionally?
- Rich: Unfortunately, that's not really how the TID works. It's a dollar amount.
- Deepak: It seems like they haven't done a good job of promoting us in slow seasons. We are kind of, you know, the moment they close the doors, we're dead here pretty much. There's no business. So, what are they doing? Where are they filling the rooms? They need to do something, right?
- Jerry: You have a new event center bringing it in the off-season.
- Deepak: That event center hasn't generated a single night in my opinion.
- Jerry: You've also got a thing where you've got the time of the year. There's something you can try and invent. We try to invent over Memorial Day weekend. You have a weather issue, you have a bunch of other things that are just getting in your way. The shoulder seasons are less and less than they've ever been before. We're seeing a shrinking of shoulder seasons. It used to be two or three months in the spring, two or three months in the fall. We're seeing a better...and like I said, we've got a hundred and seven...whatever we have to cut, a hundred thousand dollars of unallocated funds. If there's an event that wants to come or that can be generated and there's a whole special events individual through the LTVA that is accepting and trying to promote events in the off season. I just don't think we need to raise TID right now. I think that's ultimately what it comes down to.
- Deepak: The job of the TID group is I don't need them in July. We need them in the months of October and April to promote and bring in people. So I don't think they have any good job over there. Just because they've been around for a while doesn't mean they have done well. If you score them from one to 10, you know, look at all the empty parking lots right now. Most of them. So that's where we need their help. We don't need their help in July.
- Rich: The problem is, sometimes it is just the time of year. Once you get into spring and there's no more skiing, kids start Little League and stuff like that. You lose a big chunk of your tourist base because they're stuck and tethered to their house for sporting events and things like that. So you lose out on the families.
- Deepak: If there's a conference here or some event that brings in 10,000 people, has nothing to

do with the lake, has nothing to do with the snow, they will come because they are tied to their demand.

- Greg: 10,000 person events, promoters that put on those sorts of things aren't interested in doing that in a town where we have such low occupancy this time of year because they just don't feel like they're gonna sell the tickets. In a midweek July event, that promoter's feeling confident we're gonna have people here, and we may be selling out on a night that we're not. So I don't say you go away from summer entirely, I understand your bigger point. But trying to get massive events in April in Tahoe, I think, is unrealistic.
- Deepak: That's where we need help. It is a difficult task, you know, to fill the inner town during slow season. But you know, tougher things mean we have to try harder. And it seems like we have given up instead of trying harder. We don't need their help in July. We don't need their help in Christmas. But we need their help in October and April.
- Jerry: Did you hear about the November curling event? That's a seven-day world curling championships. The first week in November, it is hitting all of those points that you're talking about.
- Deepak: We need 10,000 people in this town. I really don't care for boutique events that bring in 100 people, 500 people, 1,000 people. We got 3,000 hotel rooms in these casinos. So if there is an event that brings less people, we don't get any business.
- Rich: Where are you going to hold an event for 10,000?
- Doug: Most of that money is going to the LTVA. The LTVA needs to be brought to the table.
- Deepak: Where there is a will, there is a way. Doug, I appreciate what you're doing, but all these decades, they haven't done a good job. We still rely on snow and the summer weather. The times we need help, we need really strong leadership and a lot of effort. Instead of that, we've just kind of given up. We're going to be slow, we're going to be cutting hours for our staff. We can hardly pay our bills for five months a year.
- Jerry: If you can't change the number of dollars or percentage in the short term like you requested, would you vote for or against a TID dollar increase right now?
- Rich: It'd be either 12% plus \$5.
- Deepak: It's a pretty big jump. A 25% increase on that and, you know, starting off with a percentage, it's a very high percentage for people operating in the economy sector. I am against it. There's never a good time to have a reset. But this organization does need some sort of reset. You know, come on, let's shake up time. You have got to do something better than what you're doing.
- Jerry: This afternoon, we have an LTVA board meeting, and at the board meeting, there's a special events agenda, which is on every meeting. There's a Zoom component too. I encourage you to come and/or I will forward you the email with the Zoom link, you can listen, you can understand what the events are that are coming up and how we're driving additional events. That I encourage you to do.
- Deepak: I appreciate you making those events bigger. We don't get anything out of 3,000 person events. They have no impact on our business. And we are funding those guys, they have to have events that bring in 10, 15,000 people. That's what really makes a difference.
- Jerry: I understand, by the time it gets down to Midtown, you're getting less and less people with the further you go from the event center. We have a new recreation and swim complex that's opening in March 2026. That is tournament play galore. That will work in the opposite direction. It's gonna start with ground zero being at Richard's property, and then working towards your property and working the other way, if you will. And that is funded by TOT as well. So that was 2% TOT.
- Doug: But we won't be able to use that rec center more than 10 weekends in a year, without getting pushback from the community. The community will say, OK, you're using up 20 weekends out of 52 weeks. We are not OK with that, guaranteed.
- Deepak: Events that I see the rooms are what the Harvey's concerts are doing. I don't know what's their capacity, 8,000? That is what we need. And I see the difference. Everybody sees that. When

you're talking about events that are 3, 4, 5, even 6,000, those are boutique events for me because that's targeted just for casinos, pretty much. We are funding this organization and anything they do, events that bring in less than 6,000 people, they don't help.

- Doug: Things like SnowGlobe. Snow Globe had 15,000 people.
- Everyone but Doug did not agree with increasing the TID.
- Jerry: If you have events and you're like, we need more funds because we have these events, and these are tangible and incredible, then you come back and you say, hey, we want more of these events. But to say, hypothetically, we're to have events and not know what those are...
- Discussion about celebrity golf and how much it costs. It's \$850,000.
- Jerry: But they also get money back. In the end, you make money on it.
- Randall: They've been funding it for 36 years, I think.
- Jerry: You've got how many eyeballs worldwide?
- Deepak: I've got a question on that. Haven't they matured to a point where they don't need this money? Maybe that money can be used by Doug for other events. Well, haven't they matured to an extent where they don't need our peanuts, you know?
- Jerry: Let me reiterate, it's a moneymaker. So there's no, you know.
- Jerry: If you take that money away, they'll go find another location, and then we don't have the event.
- Doug: So we find \$850,000, we make \$1.3 million. So the spread is \$500,000.
- Jerry: That goes back into the general LTVA, so that would be like 55% of marketing. Special events gets a portion of it because it's all proportional based.
- Dreu: When I see that Celebrity Golf donated money to such-and-such charity is that out of that revenue?
- Jerry: No, that is the celebrities who want to stay as amateurs they donate their winnings. If they keep their winnings, they're no longer amateur, and they can no longer be part of whatever the amateur status is.
- Doug: They can donate to their own causes.
- Jerry: Well some of them do and some of them just wrap it back in and it goes towards all the local nonprofits. That's got nothing to do with this spread.
- Deepak: (to Doug) You said you were trying to get more events. How much money do you think you'll be starting to push for that?
- Doug: I think it'll be at least \$500,000 or more.
- Rich: We have \$225,000 in TID money if we want to go talk to people at Winter Wondergrass. We have \$100,000 in our account and another \$125,000 in the Special Projects Fund.

Visit Lake Tahoe/ Lake Tahoe Visitors Authority (LTVA), Ryn Muat,
ryn@visitolaketahoe.com

- Ryn: I know we were just talking a lot about events. There are a few others I want to mention. So what Jerry was referencing is the Grand Slam of Curling. That's November 4th through the 9th. But I also wanted to mention the Tahoe Games, which is going to be held in the fall at Harvey's outdoor, no, Caesars Republic outdoor arena. September 27th and 28th. And then we also have LTVA-supported events. The Celebrity Bank Slalom will be at Heavenly Mountain Resort from April 3rd through 5th.
- Doug: What celebrities do we have lined up for this celebrity event?
- Rich: You'd have to ask the promoter. Rob Justina.
- Ryn: So this just got funding the last month or two. It is a Big Air event. Mountain biking. At the outdoor concert venue. They're going to bring in scaffolding, not dirt. There's music as well.

- Doug: I'm just finding it odd that we're having a mountain biking event in the back of the casino instead of on the trails.
- Ryn: Trail Fest, a running festival, will be on the trails here on the South Shore. That's fall 2026, and we don't have a date set yet.
- Emerald Bay Pilot Shuttle Program. That is coming, July 15th to October 15th. And you'll all want to be able to inform your front desk staffs about what's going on with that. It went out in the bulletin, so my thought is to save all of our time. If you did not get both of our recent bulletins, we can forward those to you, because it has all the info. These supported events also went out there. There's also information about the road construction projects coming up this summer. And then a local discount, which might be beneficial to you or your staff on the South Tahoe Airporter. It's almost 50% off. It's pretty significant. So if you have any travel it might be beneficial for you or your staff. So part of why I wanted to mention all of these things is if you aren't getting the South Shore Bulletin or you aren't opening it, there's a lot of good information in there that can help keep you up to date. And as Jerry was saying, our meetings are open, the board meetings are open, and it's a really good way to really know what we are doing. The other thing that was in there is all of the sales updates. So all of the different conferences we're going to get meeting planners here to stay. You know at top of mind for travel agents both domestically and internationally. So there's there's a lot of work happening behind the scenes. It's a great way to see how we are driving awareness of our destination.

Miscellaneous

- Discussion about new VHRs coming online and possible appeal.

Thank you, Jerry/Forest Suites, for letting us meet here. The meeting was adjourned at 11:20 am. The Next meeting is scheduled for June 12, 2025, at 9:30 AM. Location TBD.