

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At Forest Suites Resort, 9:30 am, Thursday, November 13, 2025.

Board Members Present

Jerry Bindel (Forest Suites Resort), Ted Moorhead (Tahoe Powder House and Tahoe Sports), Greg O'Malley (Stardust & Americana), Deepak Sharma (Tahoe Hospitality Group), John Jennings (Vail Resorts), Roxanne Armijo (Golden Nugget Lake Tahoe)

Board Members Absent

Randall Lambach (Bluelake Inn), Rich Bodine (Hotel Azure), Rob Leonard (Blue Jay Inn/Moose & Maple Lodge), Kathleen Mason (Holiday Inn Express), and Keith Roberts (Multiple restaurants in the Heavenly Village area and on the City Council)

Guests Present

Doug Williams (Cedar Pines Resort), Kristin Horstman (Visit California), Mitchell Murray (Play Park Hotels), Kimberly Bjerke (Riva Grill), Albert Brocca (Certified Folder), Anne Sutterfield (LTVA)

Call Meeting to Order

Jerry Bindel called the meeting to order at 9:30 am. Rich is out due to an employee calling out at his front desk.

Treasurer Report

Jerry: We have \$1,807.05 in the bank. Normally this board considers a donation to Christmas Cheer all Year. They have expressed the need especially during this time.

- **\$500 donation to Christmas Cheer was approved by all board members present.**

Monthly Topics

Visit California, www.visitcalifornia.com

Kristin Horstman, Director of Client Relations, Northern California,
khorstman@visitcalifornia.com

- Statewide visitation down 1% overall.
- International visitation down <10%, especially affecting the Eastern Sierra/Tahoe corridor.
- Forecasted growth next year: ~1.5%, then steady in following years.
- California still outpacing the U.S. in occupancy and bookings.
- Visit California encourages businesses to submit story-driven content (not just promos) for statewide marketing channels.
- All members are encouraged to follow Visit California social media, submit content regularly, and utilize free marketing materials.
- Major upcoming global events that affect CA tourism:
 - Super Bowl (Bay Area, next year)
 - FIFA World Cup (summer)
 - Super Bowl LA (2027)
 - Olympics LA (2028)
- Goal: Pull visitors into the state and disperse them regionally, including Tahoe.
- Campaigns:
 - Ultimate Playground ([link to video](#))

- Kids Rule ([link to video](#))
 - Road Trip (refreshed this year) — heavy focus for next year. ([link to video](#))
 - Partnerships expanding with ChatGPT-powered trip planner.
- Deepak: What percentage of your funds go towards promoting Tahoe? Kristin: I don't have the exact number of how much dollars go to Tahoe. I can check that out and share that. Some of you might have gotten our FY 23 -25 year review, and there is a statewide map that shows how much the gold country and High Sierra contribute to the overall \$160 billion that is driven into the state. There is a ton of information on the [website](#).
- Road Trip Tools & Maps
 - New, more accurate road trip itineraries online.
 - Free [printed guides & maps](#) available for hotels and visitor centers.
- [CA Tourism Referendum](#)
 - Every six years renew funding.
 - Ballots drop Dec 1, due Dec 31.
 - Funding determines Visit California's ability to market globally.
 - Encourage members to vote YES.
- Tahoe-specific Marketing
 - Tahoe promotions are typically coordinated through DMOs (North/South Lake).
 - Visit California's charter limits Nevada-side promotion directly but supports statewide visibility.
 - Can follow up with metrics on Tahoe-specific spending.

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

- Opening Plans
 - Projected opening: Nov 21 (weather dependent).
 - The gondola and coaster will open regardless on Nov 21.
 - Snowmaking conditions are improving; terrain will open in phases similar to last year (CA side, top of Gondola, Nevada, etc.)
- Shuttle
 - The lodging shuttle route returns once the mountain opens.
 - Jerry: reminder, the Beach Retreat closed so the numbers could be down.
- 70th Anniversary
 - Signature events planned throughout the season. Kickoff and mid winter events.
 - Promotional materials coming.
- Development Updates
 - Zalanta Phase 2: Breaking ground May 2026 with 60 condo units.
 - Chateau development: 16 units nearing completion; long-term plan includes 100 unit condo building, 120 room hotel, and potential theater/event space. Heavenly will manage. Will know more next summer.
 - Mike Dunn with Chase International is leading the sales efforts.
- Media Exposure
 - Filming done for Travel Channel "Staycation" featuring Tahoe properties; airs in March.

- Vail Corporate Updates
 - Returning CEO Rob Katz is focusing on repairing organization reputation.
 - Simplified Epic Friend Tickets (50% off at the ticket window).
 - Expanding perks for multi-day ticket pack holders.
 - Ongoing community meetings regarding parking, shuttles, food offerings.

Powder House/ Rainbow Mountain Ski & Board, www.tahoepowderhouse.com, Ted Moorhead, ted@tahoepowderhouse.com

- Five shop locations; upgraded equipment and tuning services.
- 10% off guest walk-in; 20% off if guests book online 1 day prior.
- Every 4th day rental day is free.
- Ski season leases: \$199 adults, \$159 kids (with exchanges + tuning).
- 25% off tuning services for locals (with ID/utility bill).
- Boot fitting specialists with lifetime service guarantee.
- Ted will be coming around to the hotel properties with more information. Don't hesitate to reach out with any questions.

Certified Display, Albert Brocca, albertb@certifiedfolder.com

- New, moving into the area. Will bring in digital signature to hotels. Looking forward to working with all of you.
- Jerry: \$100/ year to join Lodging Association as and associate member.

Riva Grill on the Lake, Kimberly Bjerke, groupsales@rivagrill.com

- Staying open for the winter season.
- Happy Hour: **4:30–6:30 PM**. Fish Taco Friday coming.
- Holiday spirit tastings Bourbon, starting Nov 20.
- Concierge incentive program active. Incentive to send people to Riva. Reach out if you need more information on this.
- Thanksgiving Holiday meal: **\$75 adults, \$37 kids**, plus full regular menu available.

Golden Nugget Lake Tahoe, Roxanne Armijo, roxanne.armijo@gnltn.com

- Bill's Sportsbook is open! Come check it out.
- Remodel underway; sections of casino floor closed for flooring work.
- New center bar: "Rush" opened.
- Mastro's Steakhouse opening late Q1 / early Q2 2024.
- Renovations ongoing through 2027.
- Discussions about possible renovation/reuse of large unused back spaces (former theater, etc.).

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

- Partner Portal Training (ongoing availability).
- New late night Route 51 bus (Thursday through Saturday), linking the Y and Kingsbury transit center.
- Developing \$50 Reno–Tahoe transportation including event ticket bundle with Knight Monsters Hockey.
- Caesars Republic Outdoor Amphitheater announced: Train and Jack Johnson so far.

South Lake Tahoe Tourism Improvement District, SLTID, Jerry Bindel, jbindel@forestsuites.com

- Nominations open for board positions.
- Must represent a CA side property within city limits.

- Encouraged to submit interest. Deadline end of this month.

Thank you, Jerry/Forest Suites, for letting us meet here. The meeting was adjourned at 10:30 am.

The next meeting is scheduled for December 11, 2025, at 9:30 AM. Location TBD.