

South Lake Tahoe Lodging Association (SLTLA)

General Membership Meeting Minutes.

At Forest Suites Resort, 9:30 am, Thursday, October 9, 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), Greg O'Malley (Stardust & Americana), Deepak Sharma (Tahoe Hospitality Group)

Board Members Absent

Rob Leonard (Blue Jay Inn/Moose & Maple Lodge), 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

Kalee Huppenthal and Joey (Expedia Group), Susan (Forest Suites), Zach Thomas and Hilary Roverud (City of SLT), Dan Brown (SLT Fire Rescue), Jamie MacQuarrie (LodgicAI), Kimberly Bjerke (Riva Grill), Les Wright (Lake Tahoe Marathon), Anne Sutterfield (LTVA)

Call Meeting to Order

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

Treasurer Report

Jerry: We have just under \$2,900 in the bank. Invoices go out at the end of the year.

Monthly Topics

SLT Fire Rescue, cityofslt.us/fire

Dan Brown, Fire Safety Inspector II, dbrown@cityofslt.us

- City fire inspector Dan Brown shared a practical self-inspection checklist, highlighting that exits, doors, lighting, alarms, and CO detectors are the top recurring issues.
- A common question is What are you looking for? Fire code. Things on the self-inspection sheet.
- Dan handed out the self-inspection checklist. [Link to it here.](#)
- A question for Dan: Do you have a list of preferred companies, other than Summit?
- Dan will put together a list of who services our area.
- If you have any questions, please reach out.

Expedia Group, Kalee Huppenthal and Joey, khuppenthal@expediagroup.com

- [Link to the presentation.](#)
- For most travelers, we are seeing more short term this year, so one to two months, two to three weeks, and then less than two weeks is pretty standard. A shortening booking window.
- Volume is up 59% - 90 plus days out, and then secondly, 15.2% - 31 to 60 days out.
- South Lake right now, year-to-date booking window is 24, which is shorter than expected. Stateline actually has a longer booking window.
- Discussion about B2B wholesale rates. They will have a workshop type thing next week.

- Question: How much is ADR down for the market in November? Joey: In November it is down 4%.
- Question: Would it be possible to send November broken down by weeks? Joey: Yes.
- The Traveler Corridor, a report that just came out for us in the past two or three weeks. It goes over your really big peak times. December 22nd through January 4th, with Christmas and New Year's. About 20 % of the expected revenues come in during this time. Watch for October 20th for a booking surge toward the holidays.
- Discussion about packages and partners they work with like Delta, Walmart, etc.
- Discussion about people using Chase rewards to book.
- Discussion about the accelerator. That is where you pick an extra percentage of compensation, and then we boost your property in the store order. This is really great for high demand dates. If you have an accelerator running and they didn't book your property, they just booked on it, it's not going to charge you anything, it's only if you get a direct booking from the elevated store order.
- Discussion about rate parity/leakage (Agoda/Booking paths, CRA/ACC). Expedia reps offered to investigate specific cases.
- Please reach out to Kalee at khuppenthal@expediagroup.com with any questions, or give her a call at (720)794-9385.

City of South Lake Tahoe, www.cityofslt.gov

Zach Thomas, Director of Development Services Dept., zthomas@cityofslt.gov, Hilary Roverud, Assistant City Manager, hroverud@cityofslt.us

- Hilary had to go to another meeting.
- New Business outreach program. They wanted to introduce themselves.
- Development Services promotes development.
- Zach and Hilary are visiting every business in the City to hear about transportation, roads, permitting, etc.
- Help guide through permitting, ongoing inspections. Help with regulations and requirements from the State of California and TRPA.
- There is a new business permitting concierge service online [here](#).
- Discussion about why a permit is needed to fix a fence.
- Discussion about hot tub expansion.
- Discussion about legacy/older properties.
- Zach and Hilary are the ones to reach out to. They are available for any questions and issues. They will assign someone to help you.

Lodgic AI, Jamie MacQuarrie, jamie@appivo.com

- [Link to the presentation](#)
- Tools can draft replies, power 24/7 web chat, support multiple languages, and act as a knowledge base to reduce call volume and train staff.
- If people are interested in Lodgic AI, we can schedule a group demo of our web and email AI agents. We can even use a local property as an example. If anyone wants a personal demo, then I can do that, too.

Lake Tahoe Marathon, www.laketahoemarathon.com,

Les Wright, leswright@sbcglobal.net

- Marathon is October 17-19, 2025.
- The lineup includes three full marathons, three half marathons, two 5Ks, a 10K, multiple relays, and the epic 72-mile Ultra circling the lake.
- Use your databases to email people and let them know about this great event!
- Free kids' race for children aged 1-10. Soroptimist puts it on.

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

- Anne brought table top flyers that have the Rules to Lake By on one side and the new AI Chat Bot, Echo, on the other.
- [Tahoe Knight Monsters Hockey](#) Opening Knight is Friday, October 17, 2025.

Thank you, Jerry/Forest Suites, for letting us meet here. The meeting was adjourned at 11:40 am.

The next meeting is scheduled for November 13, 2025, at 9:30 AM. Location TBD.