

South Lake Tahoe Lodging Association (SLTLA) General Membership Meeting Minutes.
Thursday, April 8, 2021 via Zoom Call.

Board Members Present

Doug Williams, Rich Bodine, Jerry Bindel, Bill Cottrill, Randall Lambach, Kathleen Mason, Ted Moorehead, Chuck Randles and Nikki Verdile.

Call Meeting to Order

Doug Williams called the meeting to order at 9:32 am.

Treasurer Report (Jerry Bindel)

\$10,500 currently in accounts. Receiving 2021 dues. Thank you for those who have sent them in. Will have full update once dues come in.

Monthly Topics

Dreu with a "U" Murin, dreu@dreumurin.com, **Heavenly Village**,
www.theshopsatheavenly.com

- Looking forward to in-person meetings
- Movie theatre is back open
- Shops and restaurants packed. 3 hour waits this last weekend
- Successful Easter egg hunt. People traveled up to 3 hours to participate. 300 kids, Easter eggs, toys, candy, and over a \$1,000 cash prizes in eggs. Thanks to Jeremy Silpen, Club 100 and Casteel Family from the Village.
- Ice rink staying open until April 18th. They are covering it during the day.
- **Summer Events**
 - Summer Concert Series starting Memorial Day Weekend and going until Labor Day. Friday and Saturday Nights.
 - Closing Day Sorree, April 18th, 12-6 pm, Live music/DJ, Charity raffle, gift certificates, prizes, gift cards, baskets and 2 21/22 Heavenly Ski Passes.
 - Cinco de Mayo, May 5th, Mariachi band from Reno, Latino Dj's, Margaritas and tacos throughout the Village.
 - 2 Brewfests this year, June brew and jerky and September paired with chicken wings.
 - Bringing bloody mary element.
 - Art walk and festival with live auction.
 - Pushing charity angle. Donated 300 turkeys to Christmas Cheer.
 - Hard Rock, finalizing contract with Cabaret Burlesque, 3 month show.
 - Ace High Drift show in the Hard Rock parking lot, not to be confused with the Lake 2.0 disaster last year. Already sold out for June. Expect to see over 350 cars from all over.
- Question for Dreu about whether people are abiding by the mask ordinance?
 - Dreu responded, they are not the mask police, some are wearing their masks, and some are not. Pretty much 50/50 split. No controversies or confrontations.

- Planning to open the Tikki Bar at the beach behind Beach Retreat & Lodge (Timbercove) the second week in May.

Mayor Pro-Tem, Devin Middlebrook, City of South Lake Tahoe, dmiddlebrook@cityofslt.us

- Governor Newsom set June 15th for the opening of CA businesses if current COVID-19 trends hold.
- May 1st Nevada is turning over rulemaking to the County.
- April 20th next City Council meeting. Discussing ban on temporary events. Live @ Lakeview, Fri Night Ski Run Farmers Market, and other events on City property. After June 15th possibly before.
- Another round of COVID relief funding, do you need more protective gear, masks, etc. to get through COVID this summer?
- Hosted 1000 people vaccine clinic 2 weeks ago. Will do another soon. What are some of the barriers to getting your employees vaccinated?
- Update on 56 Acres project and Rec Center. Measure P increased TOT to fund the recreation center and other recreation improvements across the City. Moving forward with updated recreation design. And 56 acres master plan, (broader area). Looking at building the rec center LEED Gold Design, on the North side of 56 acres by the Library. Rec center would have roof top deck, lake views, lake view running track. Looking at moving the Rec center onto County Land. Looking at doing a land-swap.
- April 27th Joint City Council and El Dorado County meeting on 56 acres project. Will be taking action and voting to adopt/endorse 56 acres master plan. If you haven't already, would really help to send a letter/email with your support of the 56 acres master plan and the North Side location to County Board of Supervisors and City Council, Send comments to: PublicComment@cityofslt.us and edc.cob@edcgov.us Meeting is April 27. Please submit prior to the 27th.
- On track to break ground on the Rec Center in 2022.
- Jerry commented if anyone has not participated in the open forums, truly transformational project. One popular model has a little main street running through it. Creates a center town environment. Marries with Lakeview Commons and Regan beach. Support is really critical coming up to the 27th of April.
- Link to information on the 56 acres, [here](#).

Hospitality Green, Lynne Barker, lynne.c.barker@gmail.com

- Hosting a Tahoe/Truckee Green Lodging Workshop for small to medium hotels and the hospitality industry. [Link to PDF](#)
- 2 half day virtual events, May 11 & 12, 2021 from 9:00 to 12:00 pm.
- Hosted by Green Up the Sierra Business Council, TRPA, Tahoe Water Suppliers Assoc, and Western NV College.
- The event has a great lineup of presenters and will address a range of issues including contributions to carbon emissions from the tourism industry and solutions that generate savings and offer a marketing advantage.
- Register at <https://tinyurl.com/TahoeGreenLodging>

- Green Business certification program has been adopted by 8 states.
- Event is covering Green Business certification program, hospitality's role in climate action, food waste diversion, sustainable region transportation, and overview on how to get certified and how to get your customers engaged in the program.
- Online program facilitates and helps get certified.
- Granlibakken first certified business in the Basin.
- Looking to partner with the Lodging industry.

Boys and Girls Club, Jude Wood, jwood@bgclt.org

- Link to presentation, [here](#).
- Club will have been open for 30 years this summer.
- Only source of childcare 5 days a week, all children 5-18 years.
- 46% of families are employed in the lodging tourism and recreation industry.
- Each child has received over 650 online school help hours this year.
- Never had a building of their own.
- In 2016 informed by school district they would be reopening Al Tahoe School and they would have to find a new location.
- Received a \$3 mil donation from Lisa Maloff, Angel of Tahoe.
- Community raised 2 mil during the pandemic
- Mike Leeper with Lucky Beaver donated \$50k, Ian Seabright with MacDuffs donated \$50k, Embarc Cannabis Dispensary donated \$50k, Tahoe Green Cannabis Dispensary donated \$25k, and Jeff Tillman with Tahoe Refuse donated over \$100k.
- Free sewer units from City.
- 1 mil short of achieving full funding.
- If avoid break in funding will occupy the building in October.
- Looking to the community to get the last mile.
- Propose to the Lodging Association to do something similar to the Kiwanis Club organization. \$5k donation a year over 5 years = \$25k. Also get on the permanent donor wall.
- Invite the lodging association to do the same.
- Doug commented will take up with the board have to look at the budget.

Expedia Group, Heather Roberts, heroberts@expediagroup.com

- Heather is a local, lives in Meyers. Oversees Tahoe and new market, Cedar City, UT.
- Changes in Expedia
 - Travis Weber New Tahoe area manager. Oversees and supporting Heather.
 - Nicholas Ogilvie Travel Ads, based in Texas.
- Booking trends in South Lake Tahoe, CA specifically, increase in demand by 20%.
- Growth of 9% with ADR.
- Average booking window, 33 days, with over half of booking coming in 0-6 days.
- Average length of stay is 2.5 days.
- Most of demand 0-1 to 2-6 days.
- Higher ADRs with 7+ day bucket. Lower ADR with shorter term.

- Drop in cancelations 16 points. 25% cancelation rate.
- Expedia Partner Central has a lot of information at your fingertips
 - Market insights tab
 - Health of market
 - Who is looking at Tahoe and booking
- Starting to see international demand return
- Expedia Guest insights
 - Key highlights how are you looking vs comp sets
 - Mobile and package share
- Expedia Rev Plus
 - Look deeper into daily market insights and comp sets
 - Future occupancy
- Opportunities
 - Value of packages, grow your length of stay and higher ADRs
 - On average partners offer average of 8% discount
 - Power promotion. Tahoe does really well. See better ADRs when properties offer discounts.
- Campaigns
 - Specific to Expedia, maximize promotions. Set up by Apr 14, dates (Apr 15-Oct 31)
 - No additional cost
 - Email blasts, TV ad exposure
- Travel Ads
 - Separate from partner portal
 - Pay per click, allows partner listing on first page
 - Top 15 listing get 75% of business
 - Special spots reserved for sponsored listing
- Top searches for Lake Tahoe:
 - Top state are Florida, followed by California
 - Top cities are Los Angeles and New York City
- Tahoe is one of the fastest rebounding markets
- Expedia members
 - Cancel on members slower
 - 5% specific to Tahoe
 - Longer length of stay
 - Expedia's goal is to incentivize people to travel
 - Loyalty programs
- Question about increase of YOY booking.
 - Pacing significantly over 2019
 - All shut down last year

Lake Tahoe Visitors Authority, Sue Barton/Anne Sutterfield, Sue@LTVA.org Anne@LTVA.org

- Brand new website, TahoeSouth.com, check your listing for accuracy, if need anything changed please let us know.
- Paid advertising started back up April 5 for spring. Will have summer push in June. Texas, So. Ca, Vegas.
- Planning to go forward with Golf Tournament with limited spectators and reduced attendance.
- 4th of July Fireworks up in the air. Wait and see mode. Make announcement mid-May hopefully. TDVA is sponsor.

Meeting adjourned at 10:36 am.