

South Lake Tahoe Lodging Association (SLTLA) General Membership Meeting Minutes.
Thursday, May 13, 2021 via Zoom Call.

Board Members Present

Doug Williams, Rich Bodine, Jerry Bindel, Kathleen Mason, Tom Davis and Ted Moorehead.

Call Meeting to Order

Doug Williams called the meeting to order at 9:35 am.

Treasurer Report (Jerry Bindel)

\$13,526.22 currently in bank accounts. Have received membership dues. Thank you for those who have sent them in. Accountant will reach out individually to those who have not paid.

Monthly Topics

Lake Tahoe Visitors Authority, Carol Chaplin, President/CEO, Carol@LTVA.org

- Launched spring campaign a couple weeks ago. No winter advertising. Shifted money to spring. Will roll into summer campaign. Markets this year are Las Vegas, Dallas, Houston, Orange County, and Burbank. Minimal approach in N. CA. Direct to Reno from Dallas/Houston and Orange Co/Burbank.
- Misc. links to check
 - Tahoe South Spring Campaign videos
 - Get your Spring on at Tahoe South – Yodel: <https://youtu.be/ls33ow9F5xs>
 - Get your Spring on at Tahoe South – Haiku: <https://youtu.be/-2d2NPelhu8>
 - Get your Spring on at Tahoe South – Serene: <https://youtu.be/3KcCb5BQSBi>
 - Meetings section of TahoeSouth.com - <https://tahoesouth.com/meetings/meeting-planners/>
 - Tahoe South Travel Responsibly Pledge - <https://tahoesouth.com/take-care-travel-pledge/>
- New website went live a couple months ago. Thanks to our digital committee, Tony Lyle, Stuart Maas and Anne Sutterfield. Take a look make sure your property info is up to date, images, content, etc. Stuart Maas will also be reaching out for updated meeting information.
- Summer campaign June 1 – Labor Day. Dark July.
- American Century Championship, July 7-11, is back with limited spectators. Limited ticket sales all online no gate sales this year. No spectators on Tuesday.
- Tickets on sale beginning May 17th, <https://www.eventbrite.com/e/american-century-celebrity-golf-tournament-at-edgewood-tahoe-golf-course-tickets-149954811879>
- Small allocation 5 Raley's, 2 at the Lake and 3 in Carson Valley.
- No lodging sales this year.
- Launched Travel Pledge with North Lake Tahoe and Truckee. Trying to change behavior. Respect destination. You can include in your email confirmations or at the Front desk, <https://tahoesouth.com/take-care-travel-pledge/>
- Events Center.

- Moving dirt from MontBleu parking lot to Edgewood Golf and Tahoe Beach Club. They needed dirt and we don't have to truck it out of basin. Win-win for everyone.
- Virtual tour of the Events Center at <https://tahoedouglasva.org/virtual-tour/>
- Will be expanding the <https://tahoedouglasva.org/> website.
- Stuart is traveling this year selling groups for events center and other smaller meeting properties.
- Hired a third party operator, Spectra, they are affiliated with NBC Sports. In the background now. Contract starts in September.
- \$80 million dollar project.
- 500 construction jobs coming and going.
- Edgewood Tahoe donated the land Events Center sits on \$10 million donation which made this project possible.
- Reno Airport
 - Carol on the Board of Trustees
 - More direct flight service than pre-covid
 - Charlotte
 - Dallas/Houston
 - JSX servicing Orange County, Burbank, Oakland and Las Vegas to Reno-Tahoe
- Summer Concert Series is back. Starting in late July and moving later into September. 14 concerts confirmed so far.
- Fireworks
 - Tahoe Douglas Visitors Authority – TDVA is the sponsor.
 - A lot of conversation whether or not to bring back the fireworks regarding safety issues with land managers. How to keep destination safe and clean.
 - TDVA Board Meeting on Weds. May 19th will be considering Fireworks contract.
 - Other fireworks show have been cancelled around the Lake. Had lots of calls and conversations about it.
 - Perhaps use the money we would have spent on a September push.
 - Water partner feedback, safety #1 issue. If we were to shoot, we would be the only show on the lake, concerning Coast Guard and Fire Dept. with more people coming from N Shore.

Recreation Center Update, Jerry Bindel, jbindel@forestsuites.com

- Jerry is on the South Lake Tahoe Parks and Rec commission, and Sub Commission for the new Recreation and Aquatics Center
- Link to presentation from January 2021, <https://tahoesouth.com/wp-content/uploads/2021/05/SLTLA-Rec-Center-Presentation-1.pdf>
- Planning stages started in 2020
- Had multiple public polls and workshops
- Anticipating ground breaking June 2022. End of 2023 to be completed.
- May start some underground utility work this fall
- Site is on the 56 acre project
- Recommended and preferred site is just to the west of the Library

- Will have views of the Lake and visible from the road. Across street from Hotel Azure
- Ground floor, gymnasium, 2 full basketball courts which are dividable
- Gymnasium Just under 14K Sq. Ft. Walking/Jog Track, Aerobics/Dance Studio. Spectator seating for approx. 150 people on each side.
- Track and fitness center on second floor.
- Aquatic center - 6 lane pool, 2 warm up lanes, an activity pool section, lazy river, resistance river.
- Second floor meeting room, 120 max, plus outdoor patio that overlooks the Lake.
- Total project budget \$48 million.
- 2016 measure p passes at 2%. Budget was at \$25 mil. Cost has gone through the roof in the last 2-3 years.
- Annual expenses expected to be \$2.4 million with expected revenues to be \$1.7 million. Rec centers almost never make a profit. This is similar to what the current rec center costs.
- City and County working on agreement for the Rec Center land.
- Discussion about the 56 Acres Project.
- Tom Davis commented this new location allows for the old rec center to stay open while new is being built.
- Approx. \$12 mil in measure P fund now. Fund will grow while construction is underway. Approx. \$2 mil a year.
- Discussion about sports tournaments.
- Forming a Parks & Rec Foundation. They will go out and get sponsorships for the new Rec Center. Sponsor meeting rooms, etc. Stay tuned in the next year or so.
- Tom Davis asked about Boys and Girls Club access to new center. Yes, they will have allocated space to use arts/crafts area, computers, etc.

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

- Pulled off 3 successful events, Easter Egg Hunt, End of Season Party, Cinco de Mayo
- Announced Heavenly Concert Series
- Thank you to the Lodging Association for all your support
- Heavenly Village all about the Guest Experience

Richard Dunne, New Desolation Hotel, www.desolationhotel.com

- Micro-Resort due to open in February or March
- Electric Charging garages
- 3 buildings, 21-22 rooms
- 3-story townhouses
- 11 suites
- Gym on second floor
- Swimming pool and Jacuzzi
- Maggie's restaurant, high-end. Named after Maggie's Peak. 65 patrons max. Looking to acquire a liquor license.

- Company purchased old Sorensen's. Now Wilder Resorts. Fully renovated cabins and 6 yurts. Looking to build more yurts. Boss is Chet Pipkin who was CEO of Belkin Electronics.

Meeting adjourned at 10:36 am.