

South Lake Tahoe Lodging Association Meeting - Thursday, August 9th

Thank you to LTVA for hosting meeting

Treasures Balance \$7416.62 -

Monthly Topics:

Executive Director at TRPA - JoAnn Marchetta

1.) There has been positive changes Within TRPA including:

- operational changes
- changes in planning and permitting to increase incentives
- shortened review times
- increased partnerships

2.) What caused these changes? The old Regional Plan Update was 20 years old and now it's time for a new way of thinking and a new way of development. More incentives have been given to improve your property and their policies have become more streamlined.

3 Main Priorities for the Improved Regional Plan

1.) Accelerate Water Quality Restoration - want you to improve your properties

How TRPA wants to help you:

- Public Investments are available to help you

2.) Return TRPA to a Regional Role

- Focus on regional issues like: transposition, transit, invasive species and not spend their time on local planning issues like what is the size of your deck
- TRPA will review plans that the local government sends to them so you don't have to go to local government and also TRPA
- Home Owner Relief Provisions: proposing partial land cover exemptions for things like new decks
- Reliefs for small businesses like lodging properties - EX: offering allowances for redevelopment for
- Transfer of development- offering transfer incentives in environmentally sensitive areas.
- Readdressing ADA requirements - coverage exemptions for ADA improvements ie: wheelchair ramps
- Extending the wait period for Air Quality Mitigation Fees

3.) Create more Walkable Pathways and Options

- Bike trail system
- Coverage exemptions for bike trail system to make improvements more feasible

Overall Goal: Update our aging community and make our communities more livable, walkable and enjoyable and accelerate the environmental gain and improve water quality. Regional Plan is no longer a 20 year plan - it will be put on a update cycle so it can be reviewed and bring in yearly improvements so we can respond to current problems.

in the current process of making changes, consulting and compromises in the plan

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Deliver new Regional Plan by Dec 12th of this year

Check it out: www.tahoefuture.org (Gives you some ideas about how to engage and how to participate in these plans before they are finalized)

Jerry Bindel - Chair of TID

1.) LTVA is asking to Fund Special Marketing Programs:

- Heavenly Holidays Funding.....\$50,000
- LTVA Photography and Video Database.....\$25,000
- Trip Advisor Sponsorship.....\$30,000
- LTVA HD B-roll Project.....\$20,000

Total Funding request: \$125,000

What is TID:

- Self assessed tax on all lodging properties on rooms and rooms booked (please approve?)
- Tax brings in about 1.8 millions dollars per year
- 95% of collection goes to LTVA to fund Marketing Initiatives for the fiscal year.
- Remaining 5% goes into a Contingency fund for outside marketing programs and emergencies

Other Topics:

Frank Riley - Board Member on TALLAC ASSOCIATION

- Tallac Association was established to help preserve Valhalla and the Boat house
- Improves art and theatre for this community
- They've Seen an increase in revenue and support
- Become a member: www.valhallatahoe.com

Up Coming EVENTS:

Aug 10th - Wine Walk @Heavenly Village
Aug 11th - Murder Mystery Radio Theatre
Aug 12th - Great Gatsby Festival and Tea
Aug 19th and Sept 2nd - Music on The Lawn
Aug 30th - Men of Worth -Scottish folk music
Sept 1st - Sing It - Improv Workshop
Oct 26th - Valhallaween
Christmas Show?

Jesse Kalin - Booking Agent for Beacon Bar and Grill (Books Bands etc.) Think about considering him when looking for musicians at your next event.

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Shannon McIssac - Tahoe Chamber

Up Coming EVENTS:

Aug 23rd - Cash Mobs - go eat lunch at this local business. Cash Mobs are happening around the country and they help to build local support in businesses - Mystery location is being announced on Aug 16th

Sept 12th - Business Breakthrough Series - 4 day comprehensive program every WED

Sept 2nd - Sample The Sierra

Carol Chaplin - LTVA - UPDATE

-ACC Golf Tournament - record year 40,500 visitors

-Tahoe South - 6 months with new website - 23% increase in unique visitors on monthly basis

-LTVA.org - where promotions and information can be found outside of visitors site - tahoesouth.com

-Find downloadable images of Tahoe for your website: http://tahoesouth.com/media/media_access_form

Up Coming Labor Day EVENTS:

Sept 1st - Stern Wheeler Races

Sept 2nd - Heavenly Mountain Run w/ party on top

Sept 2nd - Labor Day Fireworks

Beach Bash Benefit Fundraiser - August 15th at Zephyr Cove to support Sean Riley: Tickets are \$35 (and includes dinner + a raffle ticket), available in advance at the LTVA Visitor Center, 3066 Lake Tahoe Blvd (across from Rojo's) and online at <http://tinyurl.com/seanriley1>

Ann Sutterfield - LTVA - UPDATE

-LTVA WEBSITE - Looking in to Crazy Eights - it a program that tells where people go from page to page to understand their search behavior on the website and how they need to adjust the website.

-there's been a reduction in click through rate on properties - a decrease of 30%-50% but it's unknown how the initial figures were generated

-Looking for deals and packages to place on their website

CITY OF SOUTH LAKE TAHOE - Bruce

-ongoing major road repairs

-Individual BMP issue is not resolved but is being looked at

-Readdressing ADA requirements - coverage exemptions for ADA improvements ie: wheelchair ramps

-Sandwich boards can be used on weekends and on holidays

SNOWGLOBE DATES:

-SLTLA wants the following weekend after NYE - Dates are still being discussed with the city.