

National Tourism Week promotion for California businesses

To the community,

In recognition of National Tourism Week, May 8-16, the California Travel & Tourism Commission (CTTC) is launching a statewide promotion called "Spend Tom". The Lake Tahoe Visitors Authority (LTVA) invites all California-based South Lake Tahoe businesses to participate in this program.

"Tom" is Thomas Jefferson, the face on the rarely-seen \$2 bill. To highlight the importance of tourism as a job creator and revenue generator, we plan to pump thousands of dollars in \$2 bills into the local community and build a media relations/social marketing campaign as the bills circulate through the economy.

We are looking for business partners who are willing to offer change in \$2 bills and help us distribute these bills during National Tourism Week. Here's how it works:

You sign up to participate in the program with LTVA.

At the beginning of May we will deliver \$2 bills to participating businesses and receive the corresponding amount back in cash. We will film some of the "ecash swaps" for posting on YouTube.com.

The \$2 bills will be stamped "SpendTom.com", which will direct recipients to a specially-designed CTTC microsite. Visitors go to the site and tell us where they received their "Tom" and how they spent it. Then they enter a contest to win one of several special California prizes donated by promotion participants.

Your business will be highlighted on the website as a partner in the "Spend Tom" program.

We will provide you with a small point of purchase display template which you can customize with your logo to help communicate the initiative to staff and customers.

You'll use the \$2 bills May 8-16 to make change and talk-up the National Tourism Week program.

The LTVA and the CTTC will be promoting Spend Tom through traditional and social media, offering a great boost to South Lake Tahoe's visibility, enhancing the stature of the travel and tourism industry, and potentially drawing more visitors here in the weeks and months to come. For a look at last year's pilot program go to www.SpendTom.com.

Yes. Sign me up! I would like to receive \$_____ (enter amount) in \$2 bills to use as change May 8-16, 2010. I agree to pay the Lake Tahoe Visitors Authority the equivalent amount in cash at time of receipt.

Yes. I would like to donate the following prize

Business

Name: _____

Business

Physical

Address _____

Phone _____ # _____

Website _____

Contact _____ Person _____

Email _____

Signature of Authorized Business Representative

Questions? Contact Sue Barton, sue@LTVA.org, (530) 544.5050, ext. 224.

FAX above form to (530) 541-7121 by March 30, 2010.

Sue Barton, LTVA assistant executive director

South Tahoe trying to work with TRPA



Publisher's note: The following is reprinted with permission. It is from South Lake Tahoe City Manager Dave Jinkens to Tahoe Regional Planning Agency Executive Director Joanne Marchetta.

Joanne,

I am in receipt of the report in the latest TRPA publication online [excerpt below] urging the board and public to support and encourage the growth and diversification of the region's economy as a means of improving the lives of our region, improving the built environment and as the only feasible way to help finance needed environmental improvements. The message is clear from your report and from our City government assessment. A strong economy and environmental protection go hand in hand and are essential ingredients for our future.

City officials are moving forward as well with the adoption of a new City General Plan [that includes an economic development element], Tahoe Valley Community Plan, Redevelopment Plan

Project Area No. 2, and implementation of the City's Sustainability Plan. All of these local plans are important and inter-related. We know that for all of local planning efforts to be successful we need and want the support of you, the TRPA Governing Board, and your staff. I am told that your staff continues to work well with our staff in coordinating our local planning effort with the regional plan update. This is critical and demonstrates the collaborative and productive approach we all are taking.

City government officials have taken responsible and vigorous local planning to heart. We believe what the TRPA Compact urges local government officials to engage in vigorous local planning. We will do our part to define the needs and wants of our City of 25,000 hard-working and honest people and continue to work to inform you, the Board and the regional plan on needed and desirable local planning initiatives. Our goal is to see our General Plan and TVCP policies in place this year knowing well that some components of our local planning may have to wait until a new Regional Plan is adopted.

I believe we are making progress to create a plan of prosperity for our City residents and residents of the region. We are participating in the region-wide Prosperity Plan effort as well. I know the task of planning for the future is not an easy one, but the City Council and community I serve are depending on us to make needed regulatory reforms and put good planning in place to allow all in the community to prosper, grow and diversify our economy, develop as needed quality workforce housing and achieve local and regional environmental goals. I know we will not let them down. We cannot and will not fail.

Best wishes, and again my thanks to you for your help and support.

Sincerely,

Dave Jinkens, MPA, city manager South Lake Tahoe

TRPA Publication:

Cost of Doing Nothing too High at Lake Tahoe

The facts are plain, and the research is clear: Much of the environmental damage at Lake Tahoe can be attributed to impacts from development that occurred a half century ago. By removing some of this “bad” development and replacing it with limited environmental redevelopment, we can reduce the flow of polluted runoff into the Lake. An educational briefing March 25 before the TRPA Governing Board will provide a glimpse of the current economic, environmental and social state of affairs at Lake Tahoe. The report will include findings and recommendations from community stakeholders on how to make sure the Basin is headed in the right direction.

STPUD questions South Lake Tahoe's redevelopment plans



Dear Valued South Tahoe Public Utility District Customer:

For the last two years, the city of South Lake Tahoe has been working to create a new redevelopment project area generally referred to as Redevelopment Area No. 2. The proposed plan would create a new redevelopment area of approximately 1,300 acres within the city limits. The District applauds the City's

efforts to stimulate economic development of what amounts to a very large portion of our community.

The redevelopment projects will be funded by future property tax transfers from the District and other taxing entities within the Redevelopment Area. This means a portion of the property taxes you pay to the District will be transferred to the City's Redevelopment Agency, and will not be available to support the District's water and wastewater systems.

After a presentation of the plan, by City staff, to the District Board of Directors and a careful analysis by District finance professionals, the District has concerns regarding the inherent loss of property tax revenue and how this loss of revenue might affect our customers. The District is afraid the growth projections made in the proposed plan are too optimistic, and that the reality may result in a financial impact on the District that is far more significant than projected by the City. In the event the District is correct, it could necessitate rate increases, increased borrowing, deferment of critical capital improvements to the water and wastewater systems, or decrease in levels of service.

The District is mindful that many of our customers and City taxpayers are one and the same. Further, the District does not wish to be viewed as an impediment to much needed revitalization of many properties within our community. However, in light of the above stated concerns, the staff and Board of Directors are convinced that it is imperative that our customers attend the Community Meeting and Joint Public Hearing the City is conducting and make their will known.

Community Meeting:

2pm and 6pm March 24

City Council Chambers, 1901 Airport Road, South Lake Tahoe

Joint Public Hearing

9am April 6

City Council Chambers, 1901 Airport Road, South Lake Tahoe

The District looks forward to your involvement as stakeholders in this community. Active participation by fellow community members will guide the members of the City Council as they make this important long-range decision. Should you be unable to attend either of these meetings, please consider submitting written comments to the City prior to April 6.

Sincerely,

Dale Rise, president Board of Directors

Soroptimist gives thanks for Dugard donations

To the community,

Soroptimist International of South Lake Tahoe wishes to thank the community and the hundreds of donors who made it possible to donate \$50,000 to Jaycee Dugard at the end of 2009.

Because of the parade and the publicity it generated, we received donations from as far away as Hong Kong and New York, but the majority of them came from the citizens of our own community in amounts from \$1 to \$2,000. The parade could not have happened without the help of all of the following:

Lake Tahoe Unified School District

Lake Tahoe Unified School District maintenance crew

BlueGO Transit

El Dorado County Sheriff's Department

South Lake Tahoe Police Department

South Lake Tahoe Fire Department

Lake Valley Fire Department

California Highway Patrol

STARS (Sheriff Team of Active Retirees)

City of South Lake Tahoe Parks and Recreation

Inn by the Lake Event Center

Praxair Distribution

Edgewood Tahoe Golf Course

Dollar Signs and Graphics

Angie's Signs

Thran's Flower Shop

Cakes by Grace

Lake Tahoe Chocolate Factory

Dart Liquor

Lake Tahoe Business Services

Laine Photolabs, Inc

Girl Scouts of America Troops 56, 92, 236, 238, 543, 577

"S" Club of South Lake Tahoe High School

KRLT/KOWL

KTHO

Grapevine Apparel

Bank of the West

Fromarc Insurance Agency

We also thank the organizers of other fundraisers who contributed to the fund, including Kathy Garcia and Horizon Casino with their "Building New Bridges" event Sept. 20, Terri Poland and Push Fitness, the Slo Rollers and, in a last drive to get to \$50,000 the last few days, Paul Middlebrook and KTHO for their radio campaign.

The \$50,000 check was delivered to Jaycee's attorney Dec. 21 in time for Christmas, and was greatly appreciated. The account at Bank of the West has remained open and any donations still coming will be forwarded to her as they accumulate.

Thanks again for all of the support for Jaycee and her family!

Soroptimist International of South Lake Tahoe Foundation

Community garden to bring food full circle

By Garry Bowen

Imagine, if you will, being seated at your favorite family restaurant, and the server arrives promptly, takes your entree order, and then invites you to indulge yourself at their newly-revamped salad bar, beckoning with an offer that

includes our colorful, fresh, and tasty homegrown produce. Would that make your choice of eating place a secure choice to revisit, and inspire you to tell others of the experience?

That is now a realistic plan taking shape in South Lake Tahoe for both our neighbors and our visitors.



Garry Bowen

In mid-December, some key players in town created a year-end present for the community, consistent with the work of the city's Sustainability Commission, South Tahoe Refuse, Embassy Suites, both Marriotts, Zephyr Cove Resort, and a smattering of restaurants, they are partnering on a time and motion study to determine routing of all food waste to a composting facility in Carson Valley. Part of that determination will also factor in bringing back to Tahoe a high-quality, balanced compost to grow high-quality yields of the most productive vegetables, those that offer the most value and the least loss of nutrients through travel, not to mention much better taste and the value of freshness. We will also offer space for the citizens to work, to grow special varieties, and to learn from each other.

In mid-September, an article under the title, Sustainable Food Initiative Gaining Traction in Tahoe appeared in *Lake Tahoe News*. That article was timed to coincide with (1) National Organic Month, and (2) that day's South Lake Tahoe City Council meeting, in order to share with the council and residents a project important to South Lake Tahoe's revitalized future, and as well the well-being of the entire

community. It is geared to be completely sustainable in providing the highest level of sustenance for all, from now on.

The article proposed “a comprehensive idea to cover all the points” of that discussion about food production and its proper place in a sustainable community which was soon to be introduced and done in such a way as to be fun and engaging for the entire South Shore. As it is to be year-round, educational programs can be included.

Progress is now far enough along to announce a proposed Community Garden project with far-reaching implications for the future local economy. The two project parts, soil and a growing facility can now be explained in more detail, in preparation for a more formal rollout in the near future.

The first part of a considered garden is the growing medium, comprised of fresh compost and organic matter, with which growth is achieved by the absorption of minerals, nutrients and light. The second part is considered the production medium, which includes soil, but also surroundings conducive to the best growth. For this project, a specially-designed solar geodesic dome will allow a community gathering place and be as well truly year-round by virtue of an added LED lighting system enhancing growth through the use of special growth spectrum. There is also a water tank for thermal mass, heated by the sun, which creates the proper inside humidity, monitored by an automatic vent on its roof. These features accommodate optimum growing conditions within the sphere, which is why a system whereby all snow and rain water can be captured is currently being explored prior to final plans. Snow and rain water (considered hard, sometimes needing to be softened) are high in mineral content, excellent for growing high-quality produce, as, for example, minerals are mostly what’s leached out of the soil in the “agribasket” of Central California. With this Tahoe design, it will be possible for us to remineralize soil through simple gravity and water flow.

But what is food growing without organic soil?

In having one of the best in the West soil entities right in our backyard, Full Circle Compost is partnered with the others mentioned above to make the most Sierra-conducive soil possible. As food waste is considered mostly alkaline, some of the forest waste (mostly acid) created by the ongoing fuel reduction projects will be added to make a very balanced soil – this is important as the more balanced the soil, the less water is necessary to gain the same yield. By absorbing and retaining water better, the forces of photosynthesis are better served to provide a better product.

The garden will be oriented to a particular form of organic gardening, biodynamics, requiring the best obtainable soils, and will be designed specifically to increase the overall yield while at the same time reducing the drudgery of too much stooping, without sacrificing any of the essential nutritional value of anything grown there. In this way, the overall design can be celebrated by all partners as a major contribution to community, dedicated to beneficial health & nutritional value.

With these pieces in place, South Lake Tahoe can consider itself on a measured path of taking charge of a considerable aspect of their own health and well-being, while being able to offer to the outside world a commitment that no other community has – it's the best that money can buy, readily available to all most of the time.

To find out more, visit the work-in-progress website, or contact Garry Bowen at either tahoefuture@gmail.com or at (775) 690.6900.

Garry Bowen has lived on the South Shore of Lake Tahoe most of his life. He has an extensive background in global sustainability issues.

Official urges residents to fill out Census form



Dear residents of the city of South Lake Tahoe:

Some residents may be concerned about adverse immigration consequences resulting from their response to the 2010 Census. This letter confirms that there cannot be adverse immigration consequences because under the law, responses cannot be shared with immigration enforcement agencies. However, if residents do not respond there could be adverse financial consequences to the city in regards to federal funding. The city encourages all residents to return Census information.

South Lake Tahoe residents are now receiving their Census questionnaires in the mail or by hand delivery, marking the beginning of the Census 2010. The questionnaire asks 10, quick questions, including the name and age of the residents at each South Lake Tahoe residence. Completing the questionnaire should take less than ten minutes. The Census does not include any questions about immigration status. Disclosing personal information like names and addresses to the Census Bureau has triggered fear among some citizens that such disclosure could lead to negative immigration consequences, including harassment, incarceration or even deportation.

However, please be advised that Federal law provides otherwise. By law, the Census Bureau cannot share any

person's questionnaire responses with anyone, including with law enforcement agencies and Customs and Border Patrol. Disclosure of confidential Census information is a federal crime that carries penalties including possible imprisonment. Each resident of South Lake Tahoe who responds to the Census may rest assured that their answers cannot be used for immigration purposes.

I encourage every resident of South Lake Tahoe to respond and return the Census questionnaire as soon as possible. The consequences of declining to respond could be devastating to the already financially strapped city. Federal and state agencies use Census data in deciding how to allocate funds for government programs. In addition, the Census is used to draw federal, state and local electoral districts. Failure of residents to respond results in an "under-count." Consequences of an under-count can cost the city tens of millions of dollars, and make it more difficult to provide vital services like health care, housing and public safety. If all residents are not fully counted by the Census, the city will receive less than our share of public services and could wield less than our proportionate share of electoral power. These costs are too serious to ignore. The City implores each and every resident to respond and return 2010 Census questionnaire.

Very truly yours,

Patrick Enright, city attorney city of South Lake Tahoe

Fallen Leaf Lake board member

speaks out



Dear Fallen Leaf Community,

As your publicly elected official, I believe that it is important to be transparent and to let you know the reasons behind my actions regarding the contract for the Fallen Leaf Lake store and marina. Therefore, I would like to share my thoughts and endeavor to explain my decisions of the last year. This will also give you some context for where the Community Services District (CSD) is now. I will try and be brief, and, as always, I am willing to answer any questions you may have.

Last April 25, 2009, I voted with the rest of the board to execute a publicly (CSD) run facility at our community area. That included the store, cafe and marina. Much work had gone into creating a request for proposals (RFP) over the previous year. The CSD only received one proposal from the RFP and it did not meet the criteria identified in the RFP.

The CSD board president asked a group of advisers to put together an alternative that would meet the criteria that the CSD board had originally agreed to. Fallen Leaf Landing asked the board to make a decision on the operation of the community area beginning with the 2010 season before Memorial Day 2009 so they could plan how to best run their operation during the 2009 season. The board made this request their goal.

I voted for this CSD-run alternative as the best alternative for the long-term viability of the Fallen Leaf Lake assets.

The May 23, 2009, meeting brought out a lively group of the

public, and it became clear that the community was concerned about the CSD-run model.

Dana Clark and Steve Malley were authorized to proceed with discussions with Fallen Leaf Landing on the terms of a contract at the July 4, 2009, meeting. I had seconded this motion and was supportive, as a majority of the community appeared to want the board to work a contract out with Fallen Leaf Landing.

On Aug. 6, 2009, our general manager, Lee Vestal, resigned. This was the first time the community had hired a general manager, as a recent California law required. He had been important to the board's awareness of activities and information exchange on the ground. His resignation email quotes, "I have never been treated so poorly by a small but vocal and influential group of people; community members with significant influence seem to be intent on misrepresenting me."

A new contract with Fallen Leaf Landing was submitted at the Aug. 15, 2009, meeting. I supported the Fallen Leaf Landing contract and made a motion to accept it, but there was no second to my motion. I altered my motion to better suit the other directors. It again died for the lack of a second.

At the Sept. 5, 2009, meeting Director Mike Kraft, Steve Malley, John and Ruth Rich and I were identified to negotiate Director Kraft's concerns with the August contract. If we were not able to do so, the CSD would proceed with the CSD-run model.

I seconded that motion and it was passed. I voted for this motion because the protracted discussions had diminished our opportunity to resolve the matter in a timely manner. If we didn't have a contract with Fallen Leaf Landing, we needed to move on with the CSD-run alternative. The negotiations were reinitiated but ultimately failed. Therefore, the CSD-run

model was again selected by the board.

Following that meeting, a group of Fallen Leaf residents presented a referendum to the board essentially saying that either the Board rescind their motions of April 25 and Sept. 5 or take the issue to a public vote. At the Oct. 18, 2009, board meeting board members discussed the complications this would incur, and instead, the board unanimously rescinded its April 25 and Sept. 5 motions regarding the operational models for the marina and store/café. President Dana Clark agreed to incorporate other director comments into the draft Fallen Leaf Landing contract.

At the Jan. 9, 2010, meeting, President Dana Clark identified 12 points that he required Fallen Leaf Landing to agree to before he would sign the contract. Only 10 of those points were able to reach negotiation. The two remaining points were regarding: 1) the distribution of compensation to the CSD of marina fees, and 2) the ability to stage heavy equipment onsite and work in the CSD community area after the season was completed. These issues were to be part of an ongoing negotiation for the February meeting.

At the same meeting Mr. Rick Firkins was first identified as a possible bid that was coming to the CSD for the store/cafe. No motions were made.

Jan. 18, 2010, the board president, Dana Clark, resigned. The concluding statement of his resignation letter stated, "For a place so beautiful, I am amazed at the level of harassment, contempt, ridicule and hostility that has been directed at a volunteer board that the community elected. With that in mind, I have chosen to invest my time in the many positive events happening in my life."

I knew at the Feb. 6, 2010, meeting that time was of the essence in order to have a store/marina/cafe next summer. I thoughtfully considered how to approach the management of the

store/cafe. I had been a member of the RFP committee, and heard all the discussions around the original contract included in the RFP. It was a thoughtful and lengthy process. Since the January meeting, I had spent much time rethinking everything in light of future generations at the lake. The time had come to think of the contract in light of the big picture.

I identified a decision-making methodology to employ at the February meeting. I thought through this process in the manner I use in my professional work, with the national parks and the Presidio, during planning efforts. I identified six criteria to use:

1. What will be best for the community of Fallen Leaf Lake?
2. How well the concessionaire displays he/she will work with the board, who is elected by the people of Fallen Leaf, and with the board's representative on the ground, the general manager.
3. How can the decision satisfy the time frame for having a store/marina operation this summer, which I believe is our duty as a Board?
4. What will ensure financial solvency?
5. To what degree does the concessionaire comply with and respond to the intent, processes and objectives in the RFP?
6. How does the contract help in a long-term perspective?

At the Feb. 6 meeting I assessed how things developed using the above criteria, to decide how to vote. It went like this:

1. First, approach the draft Fallen Leaf Landing contract terms in a way that, in my professional judgment, is best. In light of Dana's resignation and the Firkins proposal, I wanted to first attempt to ensure that the Fallen Leaf Landing (John's) terms were the final ones that he would accept, and

see if he would be willing to modify his terms in order to make his proposal more compelling in light of the new alternative on the table. My approach was to negotiate with Fallen Leaf Landing on the spot to see if they could accept the conditions that I thought important. I mentioned these in the discussion prior to the motion. Following that discussion I reviewed the criteria based on the existing terms, that Jennifer presented, and my existing knowledge of Fallen Leaf Landing, in regards to the criteria I had identified.

2. I listened to the Rick Firkins proposal, and the modifications to the existing RFP which I knew intimately, having worked on the committee to create it. I was happy to see that he was willing to have a two-year contract so that we could all see if this was a workable alternative for everyone, and go out with another search next year if it was not. His responses to questions that addressed my criteria were positive. It was confirmed that a background check was completed, and that it was acceptable. The background check was not made available to the full board. I took Director Kraft's word that it was acceptable.

3. I listened to Director Kraft's proposal for the running of the marina, and added a contract option into the mix. The motion that passed included the possibility for an independent contractor or a CSD-run marina. I believe the final motion was the best considering my criteria.

One of the major responsibilities that, in my judgment, we have as elected officials of the district is to ensure that we have a cafe, store and marina for the community of Fallen Leaf, and the public at large. Splitting the vote on Feb. 6 would have left these community services in jeopardy for this summer.

With an election in August, and still not knowing the outcome of a vote for Fallen Leaf Landing, we risked the very real possibility of not having the amenities listed above.

Therefore, I was true to the criteria and continued to refer to it throughout the meeting in order for all of us to be able to move forward.

Approximately a week after the meeting, certain information regarding Mr. Firkin's background was disclosed. He was questioned and responded to the questions, through his attorney.

Mr. Firkins withdrew on Febr. 26, 2010. He stated, "I have concluded that the Fallen Leaf venture would cause irreparable damage to my business, my family and most probably, my sanity". The campaign to undermine my ability to do business on an even playing field is impossible with the current level of vitriolic hostility.

Now the CSD board must, once again, begin the process anew to secure a concessionaire for the store/café while concurrently moving forward to actively recruit and appoint a highly qualified candidate for our currently vacant position of fire chief.

To that end, my intent and focus are to serve and ensure what I believe to be the best interests of our community, the ecology of the lake, and the quality of life that Fallen Leaf Lake provides. That includes the maintenance of a professionally led and highly trained volunteer fire protection service and re-establishing a commercially viable cafe, store and marina that both serves the needs of the community and supports our essential programs through a fair and transparent profit-sharing agreement.

I urge the community of Fallen Leaf Lake to work together for our quality of life and support the, now urgent, effort to find a new fire chief, and an acceptable concessionaire, or other manner, to ensure a store, café and marina operation for this summer. With your assistance and support, I will aggressively work towards the accomplishment of these

objectives.

Sincerely,

Terri Thomas, board member FLL Community Services District

South Tahoe a biggest carbon loser?

Hello everyone,

The Sierra Nevada Alliance has submitted a fresh, new project, "The Biggest Carbon Loser," to Brighter Planet's Project Fund. The fund seeks to provide motivated Americans with seed money for projects that help people fight and adapt to climate change in their own hometowns.

The Biggest Carbon Loser project is a community-wide competition that aims to encourage community members to make sustainable lifestyle choices that result in long-term carbon emission reductions. Those involved will learn easy ways to take action against global climate change and show others that we CAN do something about it.

What is The Biggest Carbon Loser?

This week-long event will involve individuals, families, and local businesses and will record their carbon-saving activities, such as riding their bike to work, buying and eating local goods and saving water and energy at home. Participants will gain "reduction points" for taking action and prizes and awards await at the end of the week.

The pilot project will be in South Lake Tahoe with the goal of

“losing” 10,000 pounds of carbon with this event. Then, the Alliance will work to bring the event to other Sierra communities, empowering people to fight climate change in ways that are easy, doable, and fun.

We need your help. Please take 90 seconds to vote and get the Alliance \$3,500 in seed money for the project.

Quick and easy instructions for voting [click here](#).

- Click on the “Sign up” link under the voting status

- Create a username (very quick process and you can opt out of emails)

- Head to your inbox and click on the confirmation link “ it will redirect back to “The Biggest Carbon Loser” voting page.

- Now vote three times.

Why is this important?

Be a part of the bigger picture:

The global climate change crisis is the most significant of our time.

Fossil fuel emissions (oil, coal and natural gas) are the driving force behind Green House Gases. According to the U.S. Department of Energy, approximately 85 percent of all energy produced in the U.S. comes from non-renewable fossil fuels, which emit GHGs. This energy is then used to produce most electricity and power virtually all transportation with varying degrees of efficiency. Furthermore, the United States is one of the leaders in GHG emissions per capita of industrialized countries. A behavioral shift on an individual and community scale needs to occur in American towns and cities in order to address the global climate change crisis.

Most people are aware of the global climate change crisis, but few know what immediate things they can do or what actual impact those decisions and actions have. This project will help City government and residents understand the collective impact of individual actions to reduce green house gas emissions.

Thanks for your support and weâ€™ll let you know the voting results.

Reyna Yagi, Sierra Nevada Alliance
(Reyna@sierranevadaalliance.org)

A note from LTN's publisher

To *Lake Tahoe News* readers,

New parents often refer to the age of their baby in months, not years.

I'm no different. *Lake Tahoe News*, my baby, is 6-months-old today.

Running LTN is in some ways like raising a child. It takes time, patience, advice from others and a willingness to admit when you are wrong.

I want to take this time to thank all of you readers, contributors, news tip providers and financial supporters – be it in the form of advertising or making a donation. I could not do this alone.

I want you to feel connected to *Lake Tahoe News*. I want you to be part of it. I look forward to all of you being here to help nurture *Lake Tahoe News* as it continues to grow.

Thank you for your support,

Kathryn Reed, LTN publisher

Impact of tight slot machines on gaming revenue

David G. Schwartz, Center for Gaming Research

Since the advent of the current economic decline, speculation about the impact of “tighter” slot machines on gaming revenues and visitation patterns has been rife. Indeed, it is easy to make an intuitive link between higher slot hold percentages—that ultimately make the slot playing experience either shorter in duration or more costly, or both—and declines in revenue, handle, and visitation. But examining the slot hold percentages and slot denomination mix in the context of the changes in slot technologies over the years 1992 to 2009, it becomes apparent that there was no sudden arbitrary decision by slot managers to increase hold percentages. Instead, players have chosen, in increasing numbers, to play higher—hold, lower denomination machines in place of lower—hold, higher denomination ones. Player choice, not managerial initiative, has been the key determinant of higher slot holds in Nevada, and this pattern likely holds across the national industry.

[Click gaming report for the whole document.](#)