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**MEMBERSHIP ADVISORY COMMITTEE MINUTES
November 16, 2011 – 9 am**

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Mike Gelbman, Kay Williams, Joy Doyle and Steve Hoch

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Deanna Frumentti, Andy Chapman

OTHERS IN ATTENDANCE: Pettit Gilwee, Ruth Schnable, Christine Hanna

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:08 am by Chair Caroline Ross and a quorum was not established due to the fact that a NLT Chamber/CVB/Resort Assn. Board Member was not present.
- 1.2 Christine Hanna introduced Steven Hoch, a new committee member who is the new Executive Director of the Tahoe City Downtown Association.

2.0 PUBLIC FORUM

- 2.1 Andy Chapman, NLT Chamber/CVB/Resort Assn. Director of Tourism, reviewed the monthly Mountain Travel Research Project (MTRiP) report. It monitors fifteen ski industry destination areas across the United States who report monthly on their six-month future occupancy projections and the occupancy rates of their last six-months. The MTRiP report includes fourteen properties within the North Lake Tahoe Region. The NLT Chamber/CVB/Resort Assn. uses MTRiP to monitor four other destinations (Central Summit Colorado, Mammoth Lakes, Park City and Telluride) as a competitive set. Occupancy gains for the North Lake Tahoe Region are up thirty-five percent for November to April of 2010 vs. 2009. December 2010 has an occupancy gain of two percent, January's and February's gain were forty percent, and March showed a gain of one-hundred and sixteen percent.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 An agenda item was added by Chair Caroline Ross. She proposed that the Membership Advisory Committee meeting for December be cancelled and changed the date of the January meeting to January 11, 2012.
- 3.2 The Membership Advisory Committee accepts the agenda through acclamation.

4.0 APPROVAL OF THE MEMBERSHIP ADVISORY COMMITTEE MEETING MINUTES

- 4.1 The Membership Advisory Committee minutes from October 19, 2011 were tabled until the next scheduled Membership Advisory Committee meeting.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES

- 5.1 Kym Fabel stated that the upcoming Chamber programs are:

November 2011

- November 17th – Winter Recreation Luncheon, Olympic Village Inn, Squaw Valley
- November 30th– Mixer: VIP Members Only, Gallery Keoki, Village at Squaw

December 2011

- December 2nd – Mixer: Christmas Tree Village, Incline Village
- December 9th – Mixer: Celebrate the Holidays, Sunnyside

6.0 PRESENTATION: SNOWFEST! 2012

- 6.1 Ruth Schnabel reported on SnowFest! 2012's progress in planning for the 2012 festival and attracting new events and sponsors. SnowFest! will be conducted from March 2nd to March 31st, 2012. They are looking for a theme and a Grand Marshall. The focus of SnowFest! 2012 is to expand the events and have a stronger presence in the Kings Beach, Crystal Bay, and Incline Village areas.

- 6.2 Some events may include:

- Fireworks, Incline Village
- Pub crawl, Incline Village
- Ice Sculpting Extravaganza, Truckee
- Snow Fiesta, Kings Beach
- Parade, Kings Beach
- Daron Rahlves Silver Banzai Tour, Squaw Valley

- 6.3 SnowFest! 2012 is looking for more fun wacky ideas to be added to the calendar, noting that the wacky events are the best attended. In order for SnowFest! 2012 to expand, it will need community support and sponsorship.

- 6.4 Kay affirmed that SnowFest! is a great way to communicate what North Lake Tahoe has to offer and encouraged the committee members and NLT Chamber/CVB/Resort Assn. to promote and support their efforts. Andy reported that there is a full effort on behalf of the NLT Chamber/CVB/Resort Assn. to support SnowFest! 2012 as a presenting sponsor with a total of twenty-five thousand dollars in contributions with ten-thousand in cash and fifteen-thousand in marketing.

7.0 DISCUSSION: WAGE AND SALARY COMPARISONS

- 7.1 Sandy asked the Chamber Advisory Committee for ideas on the Wage and Salary Comparison Project she is conducting. The plan is to ask Chamber Members who employ locally to participate in furnishing the NLT Chamber/CVB/Resort Assn. with information on the wages of their employees. This effort is to better understand what the local wages are in comparison to the market wages. The data will be shared with participating members only. This information is meant to help our local businesses be ready for holiday hiring. The data collection would begin in August 2012.

- Christine suggested to Sandy that she try to get participation from outside of our membership base. Sandy replied that she would like to keep this a member

event, but would consider comparing information with other Chambers through the Western Association of Chambers.

- Kay suggested that there should be information collected pertaining to whether or not the employees have benefits.
- Kym noted it would be beneficial to create a comparison between South Lake Tahoe and North Lake Tahoe wages and/or California wages vs. Nevada wages.
- Sandy explained that the data would be filtered by type of industry and employment position.
- Joy mentioned that Sandy may want to collect data to see if there is a seasonal variation of wages between summer and winter employees.
- Steve pointed out that the collection and analyzing of the data may take three months or longer to accomplish and Sandy should consider starting the participation phase of data collection in May instead of August.
- Joy noted that the cost-of-living should be a consideration in this project. Sandy said she will have to look into who would have cost-of-living data.

ACTION: Sandy will look into accessing the cost-of-living data for this area.

8.0 CHAMBER EDUCATION CLASSES

8.1 Kym asked the committee members if they had any topics, subjects, or issues they would like to see addressed in the Chamber Education Classes next year.

- **Creating Welcoming Storefront Displays**
- **Signage Guidelines**
- **New Chamber Orientation**
- **Negotiating a Lease**
- **Job Fairs**
- **Customer Service Training**
- **One Stop Concierge**
- **Yelp Seminar**
- **Using Facebook for Your Business**
- **Word of Mouth Marketing.**

9.0 COMMITTEE MEMBER REPORTS

9.1 **NTBA/TCDA/IVBA-** Joy stated that they will be implementing the Shop Local Program. This year there will be a \$500 Tahoe Dave's gift certificate prize for new participation. Caroline remarked that those involved with the program should give promotional items to the NLT Chamber/CBV/Resort Assn. to promote this effort.

ACTION: NLT Chamber/CBV/Resort Assn. to collect collateral and promote the event.

10.0 STANDING REPORTS

- 10.1 The following reports are in the Membership Packet and posted on www.nltra.org:
- Monthly Business Plan Implementation Report

11.0 ADJOURNMENT

- 11.1 The Chamber Committee meeting adjourned at 10:53 am.

Submitted By:
Deanna Frument
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NLT Chamber/CVB/Resort Association