



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE  
MEMBERSHIP ADVISORY COMMITTEE**

**Wednesday, November 16, 2011 – 9am**

Tahoe City Public Utility District, Board Room

**Mission of the North Lake Tahoe Chamber of Commerce**

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

**Meeting Ground Rules inclusive of the 9 Rules of Civility**

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments*

**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

**Chamber of Commerce  
Advisory Committee  
Members**

**NLTRA Board:**

*Ron McIntyre  
Kaliopi Kopley  
Phil GilanFarr  
Alex Mourelatos*

**Committee Members:**

*Caroline Ross, Chair  
Squaw Valley Business  
Association*

*TBA  
Tahoe City Downtown Association*

*Sherina Kreul  
Bank of the West*

*Kay Williams  
West Shore Association*

*Mike Young  
Incline Community Business  
Association*

*TBA  
Village at Northstar  
Association*

*Joy Doyle  
North Tahoe Business Association*

*Michael Gelbman  
Sierra Sun*

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. *(3 minutes)*
- C. Agenda Amendments and Approval
- D. Approval of the Chamber of Commerce Meeting Minutes **(Motion)**
  - October 2011 meeting minutes
- E. Chamber Program and Project Updates - Kym Fabel *(5 minutes)*
  - Upcoming Chamber Activities
- F. Presentation: SnowFest! 2012... update on new events & sponsorships. Ruth Schnabel *(15 minutes)*
- G. Discussion: Chamber Program: Wage and Salary Comparisons Sandy Evans Hall *(15 minutes)*
- H. Discussion/workshop: Chamber Education Classes – you’re the experts – what subjects and issues would the businesses that you represent like to learn more about this next year? *(20 minutes)*

**County Representative**

*Dave Snyder*

**Quorum**

*7 members including 1 NLTRA  
Board Director*

- I. Committee Member Reports/Updates from Community Partners  
(5 minutes)
- J. Standing Reports
  - Monthly Business Plan Implementation Report
- K. Adjournment

**This meeting site is wheelchair accessible**

*Posted and Emailed-10/13/2011*



# north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

## MEMBERSHIP ADVISORY COMMITTEE MINUTES

October 19, 2011 – 9 am

### Tahoe City Public Utility District-Board Room

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kaliope Kopley, Phil GilanFarr, Caroline Ross, Sherina Kreul, Kay Williams, Mike Young, Joy Doyle and Brendan Madigan

**RESORT ASSOCIATION STAFF:** Kym Fabel, Sandy Evans-Hall, Lisa de Roulet and Anna Atwood

**OTHERS IN ATTENDANCE:** Panda Morgan, Tracy Chapman, Pettit Gilwee, David Kruckenberg and Cheri Sprenger

#### **I. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:05 am by Chair Caroline Ross and a quorum was established.

##### **2.0 PUBLIC FORUM**

2.1 Cheri Sprenger introduced Joy Doyle as the North Tahoe Business Association's new Executive Director and suggested if anyone interested in the Leadership Program they can contact Kym Fabel, NTBA or Truckee Donner Chamber of Commerce for information. The North Tahoe Truckee Leadership Breakfast will be at Blue Onion in Kings Beach on October 20, 2011 at 8.30am

2.2 Sandy introduced Lisa de Roulet as the new Human Resources/Finance Director for the NLTRA.

##### **3 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (GilanFarr/Young) (8/0) to approve the Membership Advisory Committee agenda.**

##### **4.0 APPROVAL OF THE MEMBERSHIP ADVISORY COMMITTEE MINUTES FROM THE MEETING ON AUGUST 17, 2011**

4.1 **M/S/C (Williams/Kopley) (7/0/1) to approve the Membership Advisory Committee Meeting Minutes from August 17, 2011. Joy Doyle abstained.**

##### **5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

5.1 Kym stated that the upcoming Chamber programs for August are:

###### October 2011

- October 20<sup>th</sup> - North Tahoe Truckee Leadership Breakfast-Blue Onion Café, Kings Beach

- October 20th - ChamberEDucation 'Going Green'-Mourelatos Lakeshore Resort, Tahoe Vista
- October 20<sup>th</sup> - Mixer: Historic Fish Hatchery, Tahoe City
- October 26th - ChamberEDucation 'Is your Business Protected Against Identity Theft'- Mourelatos Lakeshore Resort, Tahoe Vista
- October 27<sup>th</sup> - Annual Membership Luncheon, NT Event Center, Kings Beach
- October 27<sup>th</sup> - Mixer: Sierra Sun, Happy Halloween, Truckee Office

#### November 2011

- November 17<sup>th</sup> - Winter Recreation Luncheon, Olympic Village, Squaw Valley

#### December 2011

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

### **6.0 NLTRA REPORT**

- 6.1 Sandy reported on new Membership Program ideas. She is looking for feedback from the committee on:
- Chamber Gift Certificate Program: This would be a gift certificate sold (basin wide) through the Chamber at Information Centers to anyone for varying increments and good at any Chamber member business.
  - New Web Software: The Chamber is looking at purchasing membership software that will integrate with the accounting software, have a communications tool and an online directory.
- 6.2 Sandy would like to brainstorm other membership program ideas and get input from the different business organizations. She also shared with the committee members that the NLTRA is in the process of changing the current logo. The Chamber Advisory Committee's name is being changed to the Membership Advisory Committee. This will reflect the core function and focus on membership advisory services, advocacy and various programs. The quorum has changed to 1 Board Member and 51% of the Committee Members. This Committee has the ability to have up to 15 members and welcomes additional industry representation.

### **7.0 PRESENTATION: SMALL BUSINESS DEVELOPMENT CENTER EDUCATION PARTNERSHIP OPPORTUNITIES AND SERVICES**

- 7.1 Panda Morgan presented information concerning the organization. The Small Business Development Center (SBDC) is a national organization funded through a congressional bill. Their mission is to bring positive economic impact to the area. Their focus is: job creation, job retention, capital infusion into the community. The Small Business Development Center assists existing businesses to be competitive in a complex marketplace and helps new entrepreneurs realize their dream of business ownership. They provide business consulting and training in the following areas: Business Planning and Management, Marketing, Financial Management and Services like Business Workshops. NLT Chamber - CVB - Resort Association will be providing a meeting place at our office for SBDC consulting with local businesses.
- 7.2 Kym stated the Chamber's mission is to provide tools to businesses to achieve and sustain success. The Chamber is looking to partner with SBDC to bring new classes to North Lake Tahoe. This partnership is an important part of the Chamber's overall strategy to provide excellent service to our members. Many of the classes and workshops are free of charge. The committee questioned the requirements or the difficulty in getting a SBDC loan. Panda replied they review the businesses background, type of business, business plan and credit score. If they meet these requirements it's not difficult to obtain a loan. Panda also stated

services are available in Nevada. Tracy Chapman stated there are sponsorships available for some of the workshops.

- 7.3 Kym said they will be working on setting up an annual calendar with SBDC and if there are any special requests for workshops to contact her.  
**Action: The committee requested a "one sheet" annual workshop calendar be created to distribute to members.**

**8.0 PRESENTATION: CALIFORNIA ASSEMBLYMAN, 3<sup>RD</sup> DISTRICT, DAN LOGUE, BY LEGISLATIVE DIRECTOR, DAVID KRUCKENBERG**

- 8.1 David Kruckenberg presented information concerning California Assemblyman 3<sup>rd</sup> District Dan Logue to the Membership Advisory Committee. The legislative boundaries were recently changed and North Lake Tahoe is now part of Assemblyman Dan Logue's district. Legislative Director, David Kruckenberg was here to get more familiar with the area.

**9.0 SQUAW VALLEY BUSINESS ASSOCIATION (SVBA) MARKETING GRANT PRESENTATION**

- 9.1 Caroline Ross presented her ROI report for the Marketing Grant money received by the Squaw Valley Business Association for 2009-10 to the Chamber Advisory Committee. The Squaw Valley Business Association was awarded \$10,000 for FY 09/10 for the Community Marketing Program for the following two programs: Squaw Valley New Year's Eve Firework Display, December 31, 2009 and Wanderlust Festival, July 29-31, 2010. Refer to ROI report for Squaw Valley Business Association located in the Membership Advisory Committee packet.
- 9.2 Caroline Ross requested approval for \$10,000 of Marketing Grant funds for the Squaw Valley Business Association for 2010-11. Please refer to proposal located in the Membership Advisory Committee packet.
- 9.3 **M/S/C (Williams/Kopley) (7/0/1) to approve the Marketing Grant Fund for the Squaw Valley Business Association for 2010-11. Caroline Ross abstained.**

**10.0 UPDATE ON SPECIAL EVENT DEVELOPMENT GRANT FUNDING**

- 10.1 Caroline Ross, Kali Kopley and Kay Williams reviewed the distribution of Special Event Grant funds decided by the Special Event Task Force on September 14, 2011. Refer to Special Event Grant Program spreadsheet located in the Membership Advisory Committee packet.

**11.0 COMMUNITY MAP WORKSHOP**

- 11.1 The Community Map, distributed throughout the community locally is going into its 3<sup>rd</sup> reprint. The Membership Advisory Committee reviewed the map and edits were submitted to be implemented.

**12.0 COMMITTEE MEMBER REPORTS-**

- 12.1 **IVBA-** Mike Young reported that they had a successful Oktoberfest.
- 12.2 **NTBA-** Joy Doyle reported business owners in Kings Beach will host a community shopping day to raise funds for Jacob Buhler. Passport to Dining was a success this year.
- 12.3 **SVBA-** Caroline Ross reported that they had a successful Oktoberfest.
- 12.4 **TCDA-** Sherina Kreul reported that they just finished another successful Oktoberfest.

Sandy stated the NLTRA election is coming up and we are seeking candidates. There are 5 open seats on our Board of Directors: Small Lodging, Recreation, Ski Area, Real Estate/Property Management, and At-Large. Ballots will be distributed on Nov 8, 2011.

### **13.0 STANDING REPORT**

**The following reports are in the Membership Packet and posted on [www.nltra.org](http://www.nltra.org):**

- **Monthly Business Plan Implementation Report**

### **14.0 ADJOURNMENT**

14.1 The Chamber Committee meeting adjourned at 10:55 am.

Submitted By:

Anna Atwood, Executive Marketing Assistant  
North Lake Tahoe Resort Association



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[www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com)

North Lake Tahoe's #1 Resource for Business & Community Information

## **Event Schedule**

### **November**

- 17 Winter Recreation Luncheon 11:30am -2:30pm  
Olympic Village Lodge, Squaw Valley
- 30 Mixer: VIP Member Only 5-7pm  
Gallery Keoki, Village at Squaw

### **December**

- 2 Mixer: Christmas Tree Village 5-7pm  
Incline Village
- 9 Mixer: Celebrate the Holidays 5-7pm  
Sunnyside



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# North Lake Tahoe Membership Program Ideas

### **Chamber Gift Certificates**

This would be a Gift Certificate sold through the Chamber at Information Center(s) to anyone for varying increments and good at any Chamber member business. There would be no fees to purchase or redeem and businesses would be reimbursed for full amount of certificate. Non-members would be allowed to accept only once and could use the gift certificate reimbursement towards their membership.

*Proposed timeline: Roll out December 2011/12 for Christmas Promotion*

### **New Database/Business Directory on Consumer Website**

We would purchase a Chamber membership software that will integrate with our accounting software, have a communications tool, develop an online searchable directory, create automatic referrals to individual businesses/industries, track membership drop/adds by a variety of fields, and be accessible by members for updating and changing profiles. Possibly look at changing from an anniversary billing date to a fiscal calendar billing cycle.

*Proposed timeline: Fully integrated software by March 2012, billing cycle change July, 2012*

### **Sustainable Business Program**

Develop a Tahoe Basin business certification program in conjunction with environmental groups with objective criteria to achieve certification at various levels. Charge a consultant fee to assist businesses with setting goals and identifying if certification has been reached. Certification would be recognized through publications and in Visitor Centers. Green e-letter and best practices luncheon of participants would be quarterly.

*Proposed timeline: 2012/13*

### **Wage and Salary Survey**

Work with hospitality industry to develop a comprehensive wage and salary survey that would provide information annually to participants to assist with hiring and wage levels locally.

*Proposed timeline: Fall 2012*

### **Member Polling**

Monthly polls of members through the Biz Bytes would provide some knowledge about issues of importance to the business community. Publication of results in following issues



of Biz Bytes will help community and public officials with decisions that impact our economy.

*Proposed timeline: Spring 2012*

### **Small Business Development Center**

Provide business consultation and education for members on a scheduled basis to help existing businesses with operational questions or link new business start-ups with resources.

*Proposed timeline: Fall 2011*

### **Lodging Barometer**

Weekly sampling of occupancy for 3 – 10 day forecast of lodging types and geographic locations to be emailed to members weekly during peak seasons. This data will be helpful for restaurants and retailers to be able to anticipate staffing and inventory needs. It will also create a better understanding of impacts of events to lodging in the basin and an opportunity to forecast TOT collections YOY.

*Proposed timeline: June 2012*

### **Young Professional Network**

Work with young (under 35) or ‘young at heart’ professionals to develop a network organization. This allows the younger generations to more strongly engage in the community and develop leadership skills.

*Proposed timeline: 2013*

### **Business Outlook Breakfast/Lunch**

Develop quarterly chamber meetings with respected speakers from local industries (finance, real estate, lodging, ski area/recreation, retail/dining) talk about their current challenges and projections for the future, providing pertinent data to help attendees make better decisions.

*Proposed timeline: January 2012*

### **Hospitality Training**

Work first with local lodging to develop training on visitor services and resources (Fall 2011) then develop a community wide program for all businesses to include training, secret shopping opportunities, and awards/recognition each season.

*Proposed timeline: Develop in 2012 with full roll out by Winter 2012/13*

### **Networking and Other Ideas**

Some interesting ideas for networking events:

- Speed Networking
- Corks n’ Connections
- Brewing up Business
- Member to Member discounts
- Social Networking – classes, groups, Linked In, Facebook, Twitter, etc.
- Expos: Health & Fitness, Home & Garden, Wedding, Tech Summit

WAGE SALARY SUEVEY

AUGUST 2005

CREATED BY: Dorothea Boydstone

	A	D	E	F	G	H	I
1	JOB TITLE	HYATT	SQUAW	CALNEV.	D.O.L	N.A.E.	COMPARISON
3	F. DESK AGENT	\$10.00-\$13.50	\$10.00	\$9.00	\$12.30-\$12.75		Low
4	F. DESK CLERK	\$9.50	\$10.00	\$8.50-\$9.50	\$8.93	\$8.80-\$10	Comparable
5	SHIFT SUPERVISOR		\$12.00	\$12.00		\$13.40	Low
6	HOTEL MANAGER		BOE	\$55,000.00	\$49,660.00	\$55,390.56	Comparable
7	YEILD MANAGER		N/A	\$11.00			
8							
9	HOUSEKEEPER			\$6.75-\$11.00	\$10.27-\$10.77	\$7.73-\$8.07	Low to High
10	GRAVEYARD HSKPR		\$9.00	\$10.00			
11	HSKP. MANAGER		BOE	\$33,000.00	\$29,310.00	\$27,144.00	6K OVER
12	EXEC. HSKPING.	51K-77K	BOE	\$42,000.00	\$37,460.00	\$41,004.00	
13	INSPECTOR			\$9.65		\$8.17-\$11.20	Comparable
14							
15	RESERVATIONIST		\$10.50 +	\$8.00-\$8.50	\$12.30-\$12.75	\$8.64-\$9.24	Low
16	RESERV. MANAGER		BOE	\$40,000.00		\$35K-36K	5-6K OVER
17							
18	BELL/VALET	\$5.15 + TIPS		\$5.15 + TIPS		\$5.15-\$7.09	Mid to Low
19	BELL/VALET/SHUTTLE	\$12.10 + TIPS	\$9.00	\$10.00		\$8.13-\$8.63	High
20							
21	NIGHT AUDITOR			\$10.00-\$11		\$9.67-\$10.38	33 - .62 OVER
22							
23	LVD SERVER		6.75 + TIPS	\$5.15 + TIPS	\$7.77-\$8.42	\$5.15-\$6.40	Comparable
24	BUSSER	\$6.20-\$7.93	6.75 + TIPS	\$5.15 + TIPS		\$5.15-\$7.30	Comparable
25	LVD SUPERVISOR		\$12.00	\$26 - 31 K	\$28,520.00	26K-40K	Comparable
26							
27	BANQUET SERVER		\$8.50+srv chg	\$5.15 + TIPS	\$7.77-\$8.42		23.5-34.5 UNDER
28	BANQ. BARTENDER			\$6.50-8.00	\$8.29-\$9.53	\$7.55-\$15.76	Comparable
29	BANQ. CAPTAIN			\$10.00	\$9.53	\$15.38-16.73	Comparable
30	DIRECTOR		BOE	\$44,000.00	\$39,990.00	33K-34K	5K OVER
31	BANQUET HOUSEMAN		\$8.50+srv chg	\$7.50		\$7.20-\$7.88	Low
32	BANQUET STWEARD	\$9.50	\$8.50+srv chg	\$7.50	\$9.69-\$9.89	\$7.69-\$7.89	19.52 UNDER
33							
37	JOB TITLE	HYATT	SQUAW	CALNEV.	D.O.L	N.A.E.	COMPARISON
39	COOK	\$9.20-\$12.80		\$11.00-\$13.00	\$11.02-11.58	\$10.66-12.63	Comparable to High
40	LINE COOK		\$8.00-\$10.00	\$14.00	\$12.90-\$13.71	\$12.41-15.48	Comparable to High
41	PREP COOK		\$9.00	\$7.50-\$9.00	\$9.98-\$10.01	\$8.11-\$10	Low
42	DISHWASHER		\$8.00	\$6.50-\$7.50	\$8.79-\$9.33	\$7.24-\$8.69	Low
43	KITCHEN PREP		\$8.00	\$8.00-\$8.50	\$9.98-\$10.01		Low
44	BAKER/DECORATOR	\$10.00-\$13.50		\$14.50-\$15.00		\$14.97-16.55	Comparable
45	BANQUET COOK			\$12.50	\$11.02-11.58	\$10.66-12.63	Comparable
46	EXEC. CHEF		BOE	\$58,000.00		42K-91K	Comparable
47	SOUS CHEF		BOE	\$40,000.00		31K-40K	TORPED OUT
48	CAFETERIA ATTEND.			\$7.50	\$8.14-\$8.26	\$6.56-\$9.40	Comparable
49	LVD HOSTESS		\$8.00	\$7.50	\$8.99-9.51	\$6.67-\$8.27	Comparable
50	LVD CASHIER		\$8.00	\$7.50	\$8.24-\$9.03	\$5.48-\$7.54	Comparable
51	LVD MANAGER		BOE	\$39,000.00	\$48,300.00	33K-46K	Comparable
52	LVD RUNNER		\$7.50	\$7.00		\$5.58-\$5.87	\$1.42-\$1.13 OVER
53							
54	CIRCLE BAR WAITER			\$5.15-\$5.50		\$5.58-\$5.87	Low
55	CB LEAD BARTENDER			\$9.00	\$9.53	\$7.55-\$15.76	Comparable
56	BARTENDER			\$5.15-\$7.00	\$8.29	\$6.36-\$8.30	Comparable
57							
58	GIFT SHOP ATTEND.			\$7.25-\$7.50		Unknown	???????

WAGE SALARY SUEVEY

AUGUST 2005

CREATED BY: Dorothea Boydstone

	A	D	E	F	G	H	I
59	GIFT SHOP COORD.			\$27,000.00		25K	2K OVER
60	GIFT SHOP MANAGER		BOE	\$33,592.00		46K	3K UNDER
61	GIFT SHOP CLERK			\$9.00-\$10.00		\$6.36-\$8.30	High
62							
63	FLORAL DESIGNER			\$11.50-13.00	\$10.91-11.31		High
64	FLORAL MANAGER		BOE	\$41,000.00	\$45,380.00		Low
65							
66	EXEC. ASSIST. SALES		\$11.00-13.00	\$25,000.00	\$14.21-\$14.48	21K-31K	Comparable
67	WEDDING MANAGER		BOE	\$41,000.00		19K-44K	Comparable
68	DIR. SALES/MRKETG		BOE	\$70,000.00	\$83,320.00		??????
69	TOUR & TRAVEL MGR.		BOE	\$36,000.00	\$44,780	25K-29K	??????
70	JOB TITLE	HYATT	SQUAW	CALNEV.	D.O.L	N.A.E.	COMPARISON
71	PR. MANAGER		BOE	\$42,000.00	\$43,400.00	38K-41K	Comparable
72	MANAGER SALES		BOE	\$42,000.00	\$48,000.00	38K-41K	Comparable
73	SALES COORDINATOR	Q	BOE	\$36,000.00	\$33,140.00	19K-44K	Comparable
74							
76	MASSAGE THERAPIST		\$9.+10%COM	\$5.15 + COM	\$13.56-16.97	No info.	??????
77	SPA SUPERVISOR		BOE	\$7,176 + TP		No info.	??????
78	SPA RECEPTIONIST		\$9.00	\$8.00		No info.	??????
79							
80	PHOTOGRAPHY MGR.		BOE	\$36,000.00	\$33,600.00		3K OVER
81							
82	ENG. MECHANIC			\$27,600.00		27K-40K	Low
83	ENGINEER	\$14.45-\$20.15	\$9.25-\$15.00	\$10.00-\$11.00		\$10.67-\$18	Comparable
84	PAINTER			\$9.50-\$10.00		\$12-\$16	\$2.5-\$6.5 UNDER
85	ENGINEER. MGR.		BOE	\$38,480.00	\$45,440.00	45K	7K UNDER
86	GROUNDSKEEPER		\$11.00	\$8.50	\$9.86-\$11.38	\$8.-\$11.78	Low
87	ASST. ENGINEER			\$27,040.00		No info.	??????
88							
89	HR. ADMIN ASST.		\$11.50	\$10.50	\$13.51-\$14.41	\$10.50-12.93	Low
90	BENEFITS ADMIN.	\$11.00	\$36,000.00	\$11.50	\$45,200	26K-31K	4K-23K UNDER
91	HR. MANAGER		\$40,000.00	\$36,000.00	\$47,280.00	45K-55K	8K-19K UNDER
92	H.R. DIRECTOR		\$65,000.00	\$60,000.00	\$80,000.00	62K-70K	2K-20K UNDER
93							
94	ADMIN. ASST.		\$12.00	\$12.02	\$17.33-\$18.20	17.70-23.69	Low
95	MANAGING DIRECTOR		BOE	\$125,000.00	\$97,000.00	????	????
96							
97	CONTROLLER		BOE	\$88,000.00	\$83,000.00	63K-89K	High
98	ASST. CONTROLLER		BOE	\$50,000.00		47K-59K	Comparable
99	PAYROLL SPECIALIST			\$33,280	\$30-\$44 K	31K-44K	Comparable
100	STAFF ACCOUNTANT			\$27,000.00	\$29,230.00	30K-40K	2K-13K UNDER
101	PURCHASE MANAGER			\$28,000.00	22K-26K	28K-57K	Comparable
102							

## 2006 Wage Survey Participants

Circus Circus Hotel & Casino	Reno, NV
Boomtown Hotel & Casino	Reno, NV
El Dorado Hotel & Casino	Reno, NV
Silver Legacy Hotel & Casino	Reno, NV
Northstar at Tahoe	Truckee, CA
River Ranch Resort	Tahoe City, CA
Granlibakken Resort	Tahoe City, CA
Squaw Valley, USA	Olympic Valley, CA
Resort at Squaw Creek	Olympic Valley, CA
Hyatt Regency Lake Tahoe	Incline Village, NV
Embassy Suites 544-0571	South Lake Tahoe, CA
Marriott Grand Residence	South Lake Tahoe, CA
Garwood's Restaurant	Carnelian Bay, CA
Sun River Resort	Bend, OR
Teton Mountain Lodge	Jackson Hole, WY
Vail Cascades Resort	Vail, CO
Suncadia Resort	Redmond, WA

3

# 2006 WAGE SURVEY

NOTE: All wages are represented as an hourly rate: Salaries divided by 2080 hours

NOTE: mid= average of min and max

Company	A			SURVEY AVERAGE		
	Min	Mid	Max	Min	Mid	Max
<b>Culinary</b>						
Executive Chef	\$19.23			\$27.76	\$36.68	\$45.59
Executive Sous Chef	\$12.00	\$12.65	\$13.61	\$16.42	\$18.00	\$19.57
Executive Steward				\$17.79	\$20.70	\$23.60
Executive Pastry Chef				\$22.60	\$25.61	\$28.63
Lead Line Cook				\$11.45	\$13.76	\$16.07
Line Cook	\$7.50	\$9.72	\$12.50	\$9.42	\$11.24	\$13.06
Prep Cook	\$8.50	\$9.15	\$10.00	\$8.67	\$10.15	\$11.64
Garde Manger Chef				\$13.62	\$20.03	\$26.44
Lead Garde Manger				\$10.50		
Garde Manger Cook				\$9.50		
Saucier				\$11.32	\$13.95	\$16.57
Saute Cook				\$9.50	\$11.45	\$13.39
Pantry Cook				\$9.09	\$10.97	\$12.86
Baker				\$10.35	\$12.63	\$14.90
Pastry Chef				\$15.37	\$19.21	\$23.05
Pastry Cook				\$11.71	\$13.82	\$15.94
Cafeteria Supervisor				\$9.25	\$12.57	\$15.89
Cafeteria Attendant	\$7.25	\$7.47	\$8.00	\$7.75	\$8.94	\$10.12
Cafeteria Cook				\$8.77	\$10.49	\$12.22
Stewarding Supervisor				\$10.58	\$42.51	\$74.43
Steward				\$8.15	\$9.68	\$11.21
Night Cleaner				\$7.87	\$9.53	\$11.18
Sous Restaurant Chef				\$16.66	\$20.35	\$24.04
Banquet Chef				\$17.62	\$20.80	\$23.98
Asst. Banquet Chef				\$13.00	\$16.25	\$19.50
<b>Restaurant</b>						
Director of Restaurants				\$21.09	\$28.92	\$36.75
F&B /Culinary Admin. Asst.				\$10.89	\$13.24	\$15.60
Back Waiter				\$6.75	\$8.24	\$9.73
Captain				\$8.75	\$10.35	\$11.95
Server	\$6.75			\$6.20	\$6.90	\$7.60
Busser	\$6.75			\$6.50	\$7.46	\$8.42
Buffet Attendant				\$7.70	\$9.03	\$10.35
Host/Hostess	\$7.75	\$7.90	\$8.00	\$7.82	\$8.92	\$10.03
Cashier	\$6.75	\$7.77	\$10.00	\$7.63	\$9.16	\$10.69
Bartender	\$6.75	\$6.93	\$9.00	\$7.18	\$8.37	\$9.57
Counter Help				\$7.88	\$9.22	\$10.56
Restaurant Manager	\$20.19	\$22.34	\$23.76	\$17.65	\$20.53	\$23.41
Coffee Shop Manager				\$16.91	\$20.86	\$24.82
Restaurant Floor Supervisor				\$11.84	\$15.44	\$19.05
<b>Golf</b>						
Golf Professional				\$20.83	\$24.37	\$27.91
Assistant Golf Pro				\$12.69	\$14.66	\$16.63
Course Marshals				\$7.44		
Starters				\$8.07		
Cart Attendant				\$7.82		
Course Superintendent				\$19.39	\$25.16	\$30.92
Asst. Superintendent				\$14.90	\$17.84	\$20.77
Equipment Manager						
Supervisor						
Greenskeepers				\$8.25	\$9.17	\$10.08
Landscapers				\$8.00	\$9.12	\$10.24

Irrigation Technician				\$11.00	\$11.77	\$12.54
Course Technician						
Cart Mechanic				\$14.00		
<b>Hotel Operations</b>						
Front Office Manager	\$14.90	\$15.62	\$16.35	\$16.96	\$20.53	\$24.11
Assistant FOM				\$13.76	\$16.18	\$18.60
Front Desk Agent	\$9.00	\$9.14	\$10.50	\$9.53	\$10.99	\$12.46
Concierge				\$9.75	\$10.90	\$12.05
Concierge Supervisor				\$11.63	\$13.59	\$15.56
Reservations Manager				\$18.23	\$21.91	\$25.58
Reservations Supervisor				\$11.74	\$13.89	\$16.03
Group Rooms Coordinator				\$12.40	\$14.72	\$17.04
Reservations Agent				\$9.91	\$11.42	\$12.93
PBX Supervisor				\$12.58	\$14.85	\$17.12
PBX Operator				\$9.11	\$10.62	\$12.13
Guest Services Manager				\$19.05	\$22.66	\$26.27
Guest Services Supvrs.				\$11.42	\$12.85	\$14.28
Guest Services Agent				\$9.08	\$12.10	\$15.13
Bellperson				\$6.20	\$7.09	\$7.99
Doorman				\$7.25	\$9.11	\$10.97
Valet Parking Attendant				\$5.73	\$6.61	\$7.49
Cashier				\$8.45	\$10.33	\$12.20
Director Sales & Marketing	\$43.00			\$41.25	\$52.13	\$63.01
Director of Sales	\$32.00			\$34.02	\$40.05	\$46.07
Director of Public Relations	\$22.00			\$22.00		
Senior Sales Manager				\$27.23	\$40.16	\$53.08
Sales Manager	\$16.37	\$20.54	\$30.13	\$17.28	\$21.48	\$25.69
National Sales Manager				\$23.06	\$27.48	\$31.90
Catering Sales Manager				\$17.41	\$20.69	\$23.96
Executive Meetings Manager				\$18.27	\$21.47	\$24.66
Revenue Manager				\$24.04	\$27.55	\$31.07
Electronic Marketing Manager	\$19.50			\$19.50		
Data Base Marketing Manager				\$13.32	\$17.46	\$21.61
Marketing Office Manager				\$21.63	\$25.24	\$28.84
Account Executive Sales Mgr.				\$12.50	\$16.01	\$19.51
Exec. Admin. Assistant				\$14.11	\$16.63	\$19.15
<b>Housekeeping</b>						
Executive Housekeeper	\$25.24			\$19.72	\$23.54	\$27.36
Asst Exec. Housekeeper				\$14.22	\$17.56	\$20.90
Office Coordinator	\$10.00	\$10.30	\$10.60	\$10.88	\$12.97	\$15.06
Floor Supervisor				\$10.81	\$12.72	\$14.63
Room Attendant	\$7.50	\$7.75	\$8.00	\$7.95	\$9.26	\$10.57
Turndown Attendant				\$8.93	\$10.31	\$11.69
Lobby Attendant				\$8.27	\$9.50	\$10.72
Houseperson				\$8.02	\$9.28	\$10.54
Laundry Attendant				\$8.10	\$9.19	\$10.27
House Attendant				\$8.17	\$9.47	\$10.77
Grounds Attendant	\$8.50	\$8.66	\$10.00	\$9.25	\$10.16	\$11.07
<b>Security</b>						
Director of Security						
Security Manager	\$20.42			\$16.61	\$18.78	\$20.95
Supervisor	\$15.00			\$13.03	\$14.81	\$16.59
Patrol Officer	\$10.50	\$12.53	\$15.45	\$10.18	\$11.93	\$13.68
Administrative Asst.				\$11.29	\$13.67	\$16.05
<b>Transportation</b>						
Director of Transportation				\$19.00	\$21.50	\$24.00
Manager	\$20.51			\$19.76	\$19.88	\$20.00
Supervisor	\$15.75			\$11.56	\$12.63	\$13.69
Driver	\$10.00	\$11.75	\$15.35	\$8.24	\$9.78	\$11.32
Mechanic	\$12.00	\$15.32	\$17.00	\$13.17	\$15.31	\$17.46



Reservations Agent				\$11.00	\$12.84	\$14.68
Bus Cleaner						
<b>Uniform Control</b>						
Uniform Attendant				\$8.13	\$9.76	\$11.40
Saunstress				\$9.31	\$10.32	\$11.33
<b>Spa &amp; Fitness</b>						
Director of the Spa				\$21.64	\$25.15	\$28.66
Spa Manager				\$15.41	\$17.01	\$18.62
Spa Host				\$9.83	\$11.30	\$12.76
Spa Attendant				\$8.37	\$9.51	\$10.64
Massage Supervisor				\$7.75	\$9.30	\$10.85
Massage Therapist				\$12.16	\$14.49	\$16.82
Esthetician				\$6.78	\$6.99	\$7.21
Nail Technician				\$8.00		
Hair Stylist				\$8.00		
<b>Accounting</b>						
Controller	\$37.26			\$32.76	\$43.23	\$53.71
Asst. Controller				\$21.86	\$30.00	\$38.15
Credit Manager				\$17.91	\$22.52	\$27.13
General Cashier				\$9.84	\$11.83	\$13.83
Accounts Receivable				\$10.85	\$12.79	\$14.74
Accounts Payable				\$10.85	\$13.05	\$15.25
Night Auditor	\$9.00	\$9.75	\$10.50	\$11.14	\$12.29	\$13.44
Income Auditor				\$10.50	\$12.15	\$13.80
Payroll Specialist				\$13.08	\$15.88	\$18.68
Staff Accountant	\$19.57			\$15.72	\$19.19	\$22.66
Administrative Asst.				\$11.74	\$14.13	\$16.52
Purchasing Manager	\$19.91			\$20.65	\$26.82	\$32.98
General Storeroom Clerk				\$8.83	\$10.52	\$12.21
Receiving Clerk	\$9.00	\$9.80	\$11.00	\$9.50	\$11.07	\$12.64
Purchasing Clerk	\$8.25			\$11.02	\$12.43	\$13.83
MIS Manager				\$22.80	\$27.93	\$33.06
MIS Technician				\$15.90	\$20.31	\$24.71
<b>Property Operations</b>						
Chief Engineer				\$28.39	\$34.85	\$41.30
Asst. Chief Engineer	\$17.51	\$18.59	\$19.67	\$22.08	\$24.99	\$27.90
Engineering Manager	\$20.57			\$18.62	\$22.88	\$27.14
Administrative Asst.	\$13.39			\$12.15	\$14.24	\$16.33
Engineer Specialist				\$13.33	\$16.78	\$20.22
General Maintenance Engineer				\$11.79	\$13.63	\$15.48
Skilled Engineer 1	\$11.00	\$13.24	\$17.00	\$13.07	\$14.31	\$15.54
Skilled Engineer 2				\$12.93	\$14.85	\$16.76
Skilled Engineer 3	\$17.93			\$13.65	\$15.62	\$17.59
Skilled Engineer 4				\$15.25	\$17.55	\$19.85
General Labor	\$11.00			\$9.88	\$11.44	\$13.00
Snow Removal Laborer	\$13.40			\$11.59	\$12.00	\$12.41
<b>Human Resources</b>						
Director of Human Resources	\$36.93			\$28.46	\$35.38	\$42.30
Administrative Asst.				\$11.64	\$13.92	\$16.19
Risk Manager	\$24.03			\$18.17	\$21.64	\$25.11
Benefits Manager/Spec.	\$16.47			\$16.30	\$19.19	\$22.09
Training Manager	\$21.01			\$18.96	\$23.02	\$27.09
Employment Manager				\$16.52	\$20.55	\$24.58
<b>Retail</b>						
Supervisor	\$9.00	\$11.16	\$13.50	\$10.83	\$12.60	\$14.37
Sales Associate	\$8.00	\$9.17	\$11.50	\$8.17	\$9.56	\$10.95
Retail Manager	\$16.82	\$20.68	\$24.03	\$17.32	\$21.40	\$25.49
Ski Repair Tech	\$9.00	\$9.84	\$11.75	\$8.63	\$9.98	\$11.35
Ski Rental Tech	\$7.25	\$7.50	\$10.00	\$8.06	\$9.41	\$10.76

<b>Conference Services</b>						
Director of Conference Services				\$26.71	\$31.55	\$36.39
Conf. Planning Manager				\$16.59	\$18.94	\$21.30
Event Coordinator				\$12.91	\$14.30	\$15.68
Event Manager				\$18.92	\$23.80	\$28.68
Administrative Asst.				\$11.17	\$13.33	\$15.49
Supervisor						
Attendants				\$6.00	\$7.50	\$9.00
Wedding Sales Manager				\$14.88	\$17.47	\$20.06
<b>Recreation</b>						
Manager				\$15.82	\$19.44	\$23.07
Supervisor				\$13.50	\$14.57	\$15.64
Cross Country Attendant						
Cross Country Ski Instructor				\$12.00	\$13.68	\$15.36
Recreation Guide				\$10.50	\$11.84	\$13.18
Recreation Attendant				\$8.85	\$9.90	\$10.96
Skating Technician				\$10.00	\$11.40	\$12.80
Lifeguard/Pool Attendant				\$8.75	\$10.23	\$11.71
<b>Room Service</b>						
Server				\$5.97	\$6.93	\$7.88
Manager				\$15.50	\$20.75	\$26.00
Captain				\$7.25	\$8.18	\$9.11
Cashier				\$7.63	\$9.05	\$10.47





## north lake tahoe

Chamber | CVB | Resort Association

November 11, 2011

To: Membership Advisory Committee  
Fr: Membership Manager  
Re: Ideas for 2012 Chamber Education Classes

### **Background**

The NLT Chamber of Commerce is constantly increasing, changing and upgrading the classes available to our membership.

Our goal is to provide:

- fresh, timely topics
- increased value of membership
- personal coaching
- better visitor experience
- tools for small businesses to succeed

Attached is a list of classes that we have done in the past and some that are new ideas.

### **Requested Action**

Discussion, at the committee level, on new ideas and opportunities for business classes. Bring your thinking caps and let's get creative.

# 2012 Chamber Education Classes - IDEAS

## Human Resources

Labor Law Update  
 Sexual Harrassment Awareness  
 Workers Comp  
 Art of Interviewing & Hiring  
 Situational Leadership  
 Art of Public Speaking  
 Train the Trainer  
 Conflict & Violence in the Workplace  
 Employee Retention Workshop  
 Empowerment & Delegating the Right Way  
 Overcoming 5 disfunctions of a team  
 Taking Charge of Change  
 Disney Customer Service

## Small Business

Workshop for Professional Women  
 Social Media  
 Internet SEO etc, Beginner, Intermediate  
 Business Protection from Identity Theft  
 Quickbooks  
 Customer Service  
 Disabled Accessibility  
 Get out of Debt - ASAP  
 Marketing Identity  
 State Basic Payroll Tax  
 Survival Tools to Manage your Business Finances  
 Video Marketing for your Business  
 It's all timing - BANKING: loans, qualifications, regulations  
 Signage - Placer County and more  
 Creating welcoming store/window front displays

## Coaching

Effective Business Plans  
 SBDC

# 2010-11 Business Plan Progress Report

OCT 2011

**Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members**

- Oct 20 — Mixer hosted by UC Davis: Fish Hatchery, Tahoe City
- Oct 27— Mixer with TD Chamber hosted by Sierra Sun, Truckee Office

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community**

- Oct 4—Breakfast Club

**Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services**

- Weekly interviews featuring members & events on KTHO radio
- Oct 27—Annual Membership Luncheon
- Board Elections: Candidates, Ballots

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability**

- Reaffirmed Plate for Powder program with Tahoe Fund

Percentage of Membership by Location							
	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11
Incline/Crystal Bay	25%	25%	25%	25%	25%	25%	25%
Tahoe City	26%	27%	27%	27%	27%	27%	27%
Truckee	15%	14%	14%	14%	14%	14%	14%
KB/CB/ Tahoe Vista	12%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	6%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	6%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total Members</b>	<b>555</b>	<b>525</b>	<b>520</b>	<b>525</b>	<b>520</b>	<b>520</b>	<b>512</b>