

**SLTLA General Meeting**  
**Thursday, May 12, 2016**  
**LTVA conference room**

**Board Members Present:**

Pat Ronan, Rich Bodine, Doug Williams, Tom Davis, Jerry Bindel, Jim Blossey

**Budget:**

\$20,241

**Monthly Topics:**

**Lake Tahoe Community College**

Virginia Berry, Dean & CTE Instructor: [Berry@ltcc.edu](mailto:Berry@ltcc.edu)

- College has \$850k for the next 3 years to invest in Adult Education
  - House the Adult Education Block Grant called ADVANCE which will be curriculum based in Hospitality, Tourism, Recreation and Retail (HTRR)
  - Doug Williams is the lodging representative for the HTRR group
- ADVANCE program is designed to offer a variety of educational service programs to help adults be more productive in the workforce and advance their careers
  - HTRR curriculum will result short term certificates such as badges or certificates that transfer to statewide programs
  - Literacy, English as second language, math, writing skills are examples of curriculum that will be included
  - Will include high school proficiency testing. GED testing in English and Spanish
  - Computer literacy, business skills, vocational classes in English and Spanish
  - Boot camps for parents to help their children with homework
  - Associates degree for transfer in hospitality management, culinary arts foundations, business and business administration
  - Most classes will be held at LTCC but will have classes hosted throughout the community to make it most beneficial experience for students
  - Case management approach to adult learner; assessment of adult to fit needs and then customized and manage on a student by student bases
- Culinary Institute developed model with industry partners
  - Work in progress and is seeking input
  - Boot camp learning experience for students who want to get in to that industry
  - Servsafe certification, time management, total utilization, cost control are examples of curriculum that could be offered
- Customer service skills based on 5 star service no matter where they work (gas station) would be designed to businesses specifications
  - Possible mystery shopper style component where we check in with graduates

- LTCC wants to hear from lodging community to help create badges program for their employees or potential employees
  - Customer service badge, communications badge, etc.
  - The goal is to close the skills gap that employers are seeing in our community
  - Program is designed understand the needs of lodging community and help get younger generations to take over the baby boomers
  - Question to lodging community: Would lodging properties give preferential hiring, higher wages, and incentive to those who have completed program?
  - Question to lodging community: What commitments can the lodging community make to help with classes and hosting?
  - Use your lodging rep to funnel up suggestions
- Looking for instructors with a minimum of AS and 6 years' experience Or BA with 2 years exp.

### **JOIN, Inc.**

Denise Castle, Executive Director: [Dcastle@join.org](mailto:Dcastle@join.org)

- Role is to focus on those that are not 4 year college bond or transitioning adults
  - Focus on the basic skilled workforce
  - Recruit individuals to take training courses that are economically challenged, disadvantaged, 18 years or older, or displaced homemakers,
  - Goal is to have participants achieve a livable wage and contribute to their local economy
  - Help provide workforce for all industry
  - Funding by Workforce, innovation opportunity act
- Serves all 13 counties in Northern NV including South Lake Tahoe, Alpine and El Dorado County
  - Provide work experience to 18-24 year olds and reimburse employers for wages for up to 12 weeks for their training period up to 100%
  - JOIN can ease economic burden for those who go through LTCC program ...offer higher wages
  - Over the age of 24 (displaced adult workers) can reimburse up to 75% up to 12 weeks for on the job training
  - There is no requirement to hire that person at 12 weeks (provide summer employment on JOINs dime)
  - Working with High School to develop career pathways
- If you have a new hire you can see if they fit in to the JOIN program (reverse referral) but they need to be eligible and enrolled in JOIN first before hired
  - Are hoping for wages that are \$12.50 and above (livable wage employment opportunities)

### **Tahoe Mountain Lab**

Jamie Orr and David Orr, Founders/Owners: [info@tahoemountainlab.com](mailto:info@tahoemountainlab.com) or [david@tahoemountainlab.com](mailto:david@tahoemountainlab.com)

- Co-workers space launched in 2014 on Ski Run blvd. to test market  
Next week opening bigger 12,000sq' in old Tribune Building  
New space will have 25 private offices and co-working space for individuals looking for non-permanent workspace
- The idea is to bring up tech jobs from silicon valley that don't need to be in Silicon Valley and create a social network for them at co-working space so they have sense of community and come back or stay longer  
More traffic in bay area and more and more people are choosing to leave Silicon Valley for "workcations"  
Stay another Day campaign complements the Tahoe Mountain Labs service and tries to alleviate traffic problems.  
Mountain Lab would like to partner with lodging community on messaging and send referrals
- Drop in rates are \$25 a day or punch card for frequent users at \$100 for a 5 pack. \$250 a month for long term (month to month)  
Includes full access to wifi, workplace, showers, communal area, kitchen, printers, a 3D printer, scanners

### **The Loft Tahoe inside Heavenly Village**

Paul Reder

- Opened up Dec. 19 in Heavenly Village  
107 seat theater, dining, and ultra lounge.  
2 shows a night...even in shoulder season  
Full time family friendly in Tahoe
- Extending arm to lodging for meeting space or for private parties  
full catering available and av available.  
Free tickets for front line staff to see show before busy season starts
- Parking available on 3<sup>rd</sup> floor of parking lot and can walk right into the venue from there and they do validate parking
- Headliners this summer.  
Heather MacDonald from Chelsey lately show, July 3<sup>rd</sup>  
Jimmy hopper from Vegas  
More coming such as VIP experience with a dinner show concept. Acts like Nora Jones; Higher end tickets for a high end experience.

### **Chamber**

Emily Abernathy

-Sample the Sierra Farm-to-Fork Festival date change off of Labor Day weekend on to Saturday, September 17<sup>th</sup>

Looking for lodging partners to put package together and to feature on  
Samplethesierra.com

Discounted lodging tickets available

## **LTVA**

Anne Sutterfield,

- Amgen Men's and Women's bike race
  - TahoeSouth.com/amgen to be aware of road closures and race times
  - Tour tracker app available on that page to track racers
  - Volunteer opportunities are still available

## **City of South Lake Tahoe**

Joanne Conner

- Road construction season, a bit heavier this year.
- Fire inspections for businesses.
  - Checklist available on city website
- Next council meeting
  - Different ballot initiatives, tot increase, and sales tax increase
- Humane society fundraiser –Hike for Humane Society
  - Free admission event

Tom Davis

- City is fixing potholes
  - Need \$750k to \$1.5 mil. for road maintenance
- Hwy 50 construction is still scheduled for next year
  - Caltrans will only put in conduit in for lighting but not electrical boxes (State wants that to fall on city)
- Emerald bay road will be worked on again this season and will finishing up in the next 2 years