

Mammoth Lakes Town Council Agenda Action Sheet

Title: Report on Mammoth Lakes Chamber of Commerce Work Program.

Council Meeting Date: 3/2/2022

Prepared by: Daniel C. Holler, Town Manager

Recommended Motion: Provide comments on Mammoth Lakes Chamber Work Program Report.

Summary:

Representatives from the Mammoth Lakes Chamber of Commerce (Chamber) will provide the Council an update on current work program and ongoing efforts. The Town has an agreement with the Chamber to provide business related services and have continued to support a housing-employee matching program. The term of the agreement is July 1, 2021, through June 30, 2025. Compensation is set at a fixed amount of \$300,000 per year. Each year the Chamber and Town will review the work program outlined in the agreement and may make modifications as appropriate. The deliverables (work program), including comments on efforts and work to date by the Chamber are attached. As part of their presentation the Chamber and Council may identify modified work program areas for next fiscal year and a follow up presentation going into next year will be scheduled as needed.

EXHIBIT "A"

DELIVERABLES

MAMMOTH LAKES CHAMBER OF COMMERCE BUSINESS SUPPORT, DEVELOPMENT AND ECONOMIC VITALITY PROGRAM

The Mammoth Lakes Chamber of Commerce (Chamber) implements a number of programs and provides services to include, but is not limited to, education, relationships & connections, economic vitality, partnerships, business exposure, advocacy and member benefits. The top priorities are the members, a healthy business community and being the voice of business – not just the eyes and ears as the Chamber strives to represent the interest expressed by the Members. The overall work program of the Chamber includes a number of other community-based programs and events that enhance business to business communication, community engagement, promotions, and working in partnership with other entities to enhance the overall local business environment. Supporting businesses through Employer Assisted Housing (EAH) program to match employees with housing alternatives. The funding provided to the Chamber is designed to support the ongoing work program of the Chamber and the implementation of the deliverables provided below.

DELIVERABLES

1. Continue to provide overall management and support for Chamber services.
The MLCC Board, Leadership and Staff is very appreciative of the strategic alliance with the TOML. That alliance has provided for the success of the organization and our ability to be an advocate for the Mammoth Lakes business community.
2. Provide regular opportunities for businesses to network and establish business to business relationships on at least a quarterly basis. This may be achieved through regular business after hour events, power lunches, and similar business focused events.
 - a. *Business After Hours has taken place about half the months in the last year. Locations include: Hayden Cabin, Stellar Brew, Distant Brewing, Mammoth Disposal, High Sierra Energy Foundation & Bluebird Imaging. Attendance coming out of major COVID restrictions has been lower. We see on average 30 attendees. Hoping this increases as we move out of COVID.*
 - b. *Power Lunches have taken place nearly every month. Topics include: Forest Manager, Customer Service, IT security. Attendance is usually around 25 which is lower than pre-COVID. When COVID makes in-person gatherings challenging, we have done PL via Zoom.*
 - c. *Our associations have really been a benefit in businesses building relationships with one another, especially within their industry.*

3. Provide leadership to bring specific training to local businesses in such areas as marketing and promotion, use of social media, business plan development, financial planning, customer service, SBA loans, and similar services.
 - a. We now advertise Small Business Development Center webinars and continue to connect our members with the SBDC for specific funding related questions.*
 - b. Financial assistance opportunities are regularly communicated through our newsletter.*
 - c. We are currently working on redesigning our website to better fit the needs of the business community.*
4. Provide at least two customer service related training opportunities annually.
 - a. While the winter customer service training has good attendance and engagement, the summer one has not yielded the same results.*
 - b. Right now, businesses main concern is filling open positions. Due to this, the Customer Service Committee is exploring a Youth Workforce Development Program that would likely take the place of the summer frontline customer service training.*
 - c. We will continue to host the summer manager/owner customer service training, as well as the winter frontline and manager trainings.*
5. Provide community engagement opportunities through hosting innovative speakers, promotion of community events, putting on the 4th of July Parade, and opening celebrations (ribbon cuttings) for new businesses.
 - a. Last year, forest fire mitigation became a major concern/focus for businesses and we responded by hosting Janet Hatfield from the Eastern Sierra Climate and Communities Resilience Project and Malcolm North a Research Ecologist with the Forest Service.*
 - b. In 2021, we were able to produce the 4th of July Parade again. We increased sponsorships in 2021 and are hoping to grow that in 2022 to provide a better parade experience for the attendees.*
 - c. We hosted ribbon cuttings for Mammoth Coffee Roasting Company and Sierra Jewelry Co. the past year. Currently in talks with a few other businesses to get theirs scheduled.*
 - d. Served the Mammoth Lakes business community by providing PPE (surgical mask, N95 mask, hand sanitizer). We still have some supply and are distributing to businesses upon request.*
6. Serve as an advocate on local business matters before local governmental agencies (i.e. Town, County, Schools and Special Districts) and establish and maintain a governmental affairs committee to assist the Chamber in making recommendations on governmental proposed policies and actions.

- a. MLCC is the lead business advocacy organization in Mono County. The Chamber has provided business policy positions to the TOML Council & Staff on issues concerning the COVID-19 pandemic.*
 - b. Provided support to the California Chamber of Commerce (CalChamber) on “job killer” bills that they opposed: AB1400/ACA11 Single Payer Health Insurance; SB95 Oppose Extension of COVID-19 Paid Supplemental Sick Leave.*
 - c. Continue to provide management services to the Mammoth Lakes Restaurant Association (MLRA) to strengthen and unify the voice of the restaurant community within Mammoth Lakes. MLRA Leadership has communicated the restaurant community’s concerns and position on several issues facing restaurants.*
 - d. Continue to provide management services to the Mammoth Lakes Lodging Association (MLLA) to strengthen and unify the voice of the lodging community within Mammoth Lakes. MLLA Leadership has communicated the lodging/accommodations community’s concerns and position on several issues facing lodging.*
 - e. MLCC Executive Director continues to serve on the Government Relations Committee (GRC) of the California Travel Association (CalTravel).*
 - f. The Governmental Affairs Committee (GAC) is currently undergoing reorganization to try and increase participation.*
- 7. Establish regular outreach materials and methods to local businesses and other interested parties, which may include, but is not limited to electronic, social media and/or print media.
 - a. Continue to produce weekly newsletter with new content, information and events each week. While this is intended for our members, any business or community member can subscribe.*
 - b. We are also incorporating a text program into our member communications. Members subscribe to our program and receive text reminders about events, programs and deadlines.*
 - c. Our website redesign will assist us in communicating programs, business news and other information to our members (and prospective members).*
- 8. Provide support to the Town as requested to engage with area business owners on concerns raised by businesses such as capital projects directly impacting local businesses, sign programs/codes, beautification, and related actions or programs considered by the Town and/or requested by businesses.
 - a. Any and all Town press releases and notifications concerning the business community is incorporated into our newsletters and announced in meetings/events.*
- 9. Work cooperatively with Mammoth Lakes Tourism (MLT) on marketing, promotion and engagement with local businesses, events and activities that support the goals of MLT and enhancing visitation and visitor experiences.
 - a. In order to provide accurate information on restaurants, MLT has a “restaurant hours/days open” document that we have worked to promote.*
 - b. We continue to support the Yiftee program and encourage our members to sign-up as a vendor.*

- c. Recently MLT updated their photo asset library, which is a very useful resource for businesses when posting about Mammoth Lakes, and we communicated this information to our members.*
 - d. The Chamber has increased our partnership on Community Coffee by assisting MLT in determining content.*
- 10. Maintain database of candidate housing units and locations for Employer Assisted Housing (EAH), including second homeowners, HOAs, short term rentals (STR) and other properties, hotels, RV and trailer parks, and other options. The effort continues the program established by the Chamber in FY19-20 and FY20-21.
 - a. Continue to maintain database of renters seeking housing*
 - b. Very few new units were listed in the last year.*
 - i. 4 units filled since June 2021 – most of those when we had a Workforce Housing & Content Coordinator in September-mid November*
- 11. Establish Employer Verification Program to ensure homeowners they are renting to members of local workforce and deploy and maintain roommate matching app/website program including contracting with appropriate 3rd party vendor as necessary.
 - a. Continue to offer Employer Verification to landlords*
 - b. Last few have not requested that due to background check*
- 12. Provide formal updates (a minimum of two per year) to the Town Council on Chamber activities with one to outline the coming year's work program.
 - a. The MLCC Leadership & Staff always stand ready to provide Town Council updates on chamber activities and programs*
- 13. Provide informal updates as appropriate to Town Council and Town Staff.
 - a. Continuous and ongoing.*
 - b. MLCC Staff in attendance at TOML Business Roundtable meetings*