



## General Meeting January 8, 2015

**Call to order:** The meeting was called to order at 1:08 by Susan Parks. In attendance: Karen Wagner, Diane Buckman, Nileta Morton, Darlene Rempfer, Eileen Hacker, Julie Ginocchio, Ellen Magnani, Sharon Filardo, Martha Cirata, Carol Eyre, Ruth Arrizaga-Whisler; Susan Lynnes-Parks, Linda Schwoob, Meri McEneny, Betsy Peterson, Jonnie Lee Don, and Kymberly Pipkin

**Program:** Nileta is on the board for Snow Fest and gave us a history of **Snowfest**.

In 1981, Bob Everson, the marketing director for Alpine Meadows, had the idea for a winter carnival that Tahoe City would host. His idea was that skiers from the bay area didn't tend to come up in early March, when the best snow is here. The first planning meeting was in June 1981 and included representatives from lodging, merchants, and the ski resorts. The idea was well received. Everson was killed in a 4th of July boating accident in 1981. The planning group met in July and named it Snowfest. Its mission: to promote Tahoe's incredible weather and skiing in March, promote tourism in a down time and for locals to get out and enjoy Tahoe. Snowfest became extremely successful, with the resorts selling a Snowfest gold pass, corporate sponsorships from Ford, etc., and a lot of media coverage throughout the US.

Then in 2000, the Snowfest Board hired a new Executive Director, who came from out of the area. He had major plans to promote Snowfest in Europe, and Snowfest ended up \$80K in debt. Snowfest folded. Ruth Schnabel put an article in the paper that Snowfest was gone because of its debts, and that if anyone was interested in reviving it, to volunteer. Nileta got involved. Tom Turner, Tim Hill, and the Sunnyside people volunteered, but the ski areas backed away. The revival was billed as a Snow festival because of the debt. Once the debt was repaid, it resumed using the name of Snowfest.

Snowfest includes a torch lit parade, crowning of a queen, ski races, dog pull, an Iditarod style race in Truckee, wacky human bowling, a polar bear swim, etc. In all, there are about 70 events. Jakes will do an event. There will be a Mardi Gras event at the Kings Beach convention center from 3-7 pm on the last Saturday.

Many local groups have benefited from Snowfest, which has earned funds in the past for Rotary, Kiwanis, SOS outreach, AAUW, NT firefighters, NT Arts Center, Nordic Search and Rescue; the Community Resource Center; Red Cross; Optimist; Boosters Club, the Senior Center.

Recent bad news: Ruth retired. Last spring/summer, the Board interviewed candidates again, and hired Sean (? last name) from Reno. The Board was impressed with his connections to major sponsors, seemed like he had the right background. Later the Board learned that he misrepresented aspects of his background; he had only produced music events. He was reluctant to take direction from the Board, didn't understand the Board was his boss. He failed to do the tasks the Board asked him to do. He quit December 1, and had done nothing except collect paychecks since August. Ruth took it on again, but as a mentor. Lisa at the Store is in charge of the parties; Nileta in charge of the queen. All of the money that was paid to Sean was their start-money.

Sean failed to do the work as requested: i.e., the rack cards which are usually out before Thanksgiving to reach the maximum level of tourists, did not get out. Sean felt the rack cards did not need to get out

until mid-January. Because Snowfest does not have as many sponsors, not as many rack cards could be printed. Carolyn from the Sierra Sun is now on the board. February 27-March 8 are the dates for 2015 Snowfest.

There will be a Snowfest party on January 22 from 6-9 pm at the Tahoe City golf course, either \$20 or \$25 per person. All of the money goes to Snowfest. The golf course is a big supporter. The party features a pasta bar and live music.

There will be a kick off party prior to Snowfest on Thursday, February 26, at Garwoods, again about \$20-25 per person. Tickets sold only at the door.

Rotary always has a float in the parade. If anyone has an idea for an event, there is a form to have an event.

Each queen candidate is sponsored by a non-profit. All the tickets she sells, 50% goes to Snowfest and 50% to the agency who sponsored her. In our case, we split the 50% with TLC.

The selection of the queen is based 50% on ticket sales and 50% on her interview. During the week of February 10, each girl is interviewed for about 30 minutes. All girls are asked the same questions. Each girl also submits an essay about their favorite event that has happened to them during high school. The girls are judged on presentation of themselves (not looks), how mature they are, etc. There are 5 people on the selection committee. There is a maximum of 8 candidates, and the deadline is February 8. So far, there are 2 candidates, and Nileta has heard there are 2 other candidates.

Julie introduced our Snowfest queen candidate, Picabo Fraas who is selling tickets: \$1 ea or 6 for \$5.

**Meeting Notes:** Martha proposed and Darlene seconded a motion to approve minutes from the last general meeting. The motion carried.

**Programs:** We need 6 members to represent AAUW to go to a Kiwanis fundraiser, which is a wine and appetizer fundraiser at Sunnyside; usually the first Sunday in May.

The program for the next meeting will be a speaker from Kids and Horses.

**Finance Officer's Report:** no report.

**Membership:** Nileta reported that Diana Larson is doing well. She is frail, and a bit unsure of herself so will drive during the day, not at night.

**Tech Trek Report:** Eileen gave a presentation on Tech Trek. She attended a coordinators meeting in Auburn this month. All of our girls will attend UC Davis as Tech Trek made changes in where the girls would attend. She asked for members to serve on the interviewing committee to select the girls.

**Interest Groups:**

Great Decisions: Will be meeting on the 3rd Tuesday of every month. The meeting on January 20th will be held at the Tahoe City Yacht Club from noon to 2:00 pm. Bring a lunch.

Book Group: The book club will meet on January 27th at noon. Bring a lunch, and discuss *One True Thing* by Anna Quindlin.

Gourmet: will restart in February with foods of Australia.

New idea: Carol Eyre said during the holiday party, several got into a discussion about investing. She's been in an investment group for years, and there was an interest expressed about starting another interest group on financial literacy or investment group. Shirley, Ruth, Susan, Carol Schleicher, and Carol Eyre are all interested. If anyone is interested, or have suggestions, contact Carol.

The meeting was adjourned at 2:20 pm.  
Kymberly Pipkin, Acting Recording Secretary

Approved: 2-12-15 nhc