

**IVGID**

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**Vision and Priorities  
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**Date: October 18, 2024**

## **Introduction**

After moving to Crystal Bay, Nevada in 2022 on a full-time basis, I have been involved in the local community thru my interest in IVGID, golf, skiing, and other recreational activities. Through these activities I have noticed many challenges that IVGID is facing in managing many of these venues as it relates to meeting the needs of the customers. I have voiced a few of these concerns at the Board of Trustee's meetings during the public comments portion of the agenda.

Prior to moving to Crystal Bay, Nevada I spent 38 years in Fresno California building a food manufacturing business that served the Food Service industry. We supplied many large customers like McDonalds, Starbucks, Dunkin Donuts, and several others in top 100 restaurant chains, fruit and flavor-based products. We operated 4 manufacturing plants in both the west and eastern parts of the US Market. We employed over 1200 employees and had revenues in excess of \$600 Million dollars. We sold our company in 2017, and I continued to assist the new owners until 2021 when I retired.

In reviewing IVGID and the tremendous history it has in developing and managing the assets it has accumulated since 1961, we are all quite fortunate to live in such a beautiful location with these resources. With my background in building and managing a business from humbling beginnings to become a major corporation in the Food Industry, I see many opportunities to utilize my talents to help IVGID reach new heights in delivering world class service to its customers to improve the execution of IVGID'S mission and to improve relations with the local community.

# **Vision, Mission, Value & Mantra**

## **IVGID's Vision**

With a passion for quality of life and our environment, Incline Village General Improvement District will enhance the reputation of our community as an exceptional place to live, work, invest, and play.

## **IVGID's Mission**

The Incline Village General Improvement District delivers exemplary recreational experiences and provides the highest level of water, sewer, and solid waste services while striving for fiscal and environmental sustainability.

## **IVGID's Value**

We are dedicated people providing quality service, for our community and environment, with integrity and teamwork.

## **IVGID's Mantra**

*One District – One Team*

# Priorities

If given the opportunity to serve as the General Manager of IVGID the following would be my priorities to meet the Vision, Mission, Value, and Mantra of IVGID:

1. Administration
  - a. Hire key positions in the District to get the team at full strength including:
    - a. Senior Engineer
    - b. Director of Finance
    - c. Contracts and Purchasing Manager
    - d. Contracts Administrator 1/11
    - e. Accountant
    - f. Recreation Supervisor-Sports and Community Programs
  - b. To complete the necessary training on the Tyler Munis system to get fundamentally sound in managing and reporting the financial results on all the IVGID operations on a timely basis
  - c. To complete our 2023 and 2024 audit requirements to meet the standards required by the NRS 354.624
  - d. To address all the issues reported in our Rubin Brown forensic accounting audits to correct all accounting procedures to meet requirements in reporting our financial results.
2. Food and Beverage
  - a. To conduct a complete review of all the Food and Beverage operations to fix all the financial reporting concerns as well as to turn all locations into profitable entities.
  - b. To update all Food and Beverage Operations to begin to execute with the following Core Principles:
    - **The answer is yes what is the question?**
    - **Provide the best service in the district.**
    - **Be known as the friendliest place in the district.**
    - **Offer a unique menu item exclusive to your venue that is exclusive to your operation.**
    - **Exceed food delivery expectations to satisfy customers.**
    - **Deliver high quality food and beverage items to exceed expectations.**

## Priorities

- Charge an appropriate price that defines the value of the experience.
- Provide a physical location that is sized correctly, offers the best views, has the best ambience, and is appropriate to operate a successful service operation.
- Offer a menu selection that is creative to satisfy the most popular trends and well as old classics that is a staple to many customers.
- Market your restaurant to the public by having special event days like Easter, Mother's Day, Father's Day, A special Summer Family Day, Fourth of July Celebration and many others. Prepare a special Buffet that allows you to show off your culinary skills by offering many menu offerings to impress the customers.
- Offer a weekly Buffet on the same day each week to create consistency in offering this service to the district.
- Offer a take-out menu that customers can pick up meals at your operation to take home and consume.
- Offer a selection of take-out bottles of wine at a premium discount on what customers would normally pay to leverage the purchasing power of the operation to benefit the customers.
- Hire only friendly and out-going individuals that reflect the core principles of the operation.
- Turn this successful operation into a destination restaurant that can operate year- round and cater to both the residents as well as the 15 million tourists that visit Lake Tahoe each year.

## Priorities

3. All other departments including Public Works, Diamond Peak Ski Resort, Facilities & Weddings, Golf Courses, Parks & Recreation, and the Tennis & Pickleball Center will be reviewed to include the following:
  - Annual Revenue
  - Annual Costs
  - Net Profit
  - Services offered
  - Management Team review
  - Budgets for 2025
  - Capital Improvements needed
  - Customer surveys on the performance
  - Unique services offered
  - Possible innovations to improve services offered
  - Key issues or problems
  - Staffing Needs
  - Potential new revenue streams

## Summary

In summary it would be an honor to work with IVGID in an effort to achieve the Vision, Mission, Values, and Mantra that IVGID has set as it's objective each year. After spending 38 years in the Foodservice Industry and the past 9 years on the Board of the National Restaurant Association I have unique understanding of how a Board of Directors/Trustees can be most effective in working with the leader of their organization and the staff in order to maximize the results.

The secret of this strategy is to have a strong leader that can motivate a team of employees to meet the stated objectives each year and can communicate to the Board of Trustees on the success's and challenges the District is facing and what resources are needed to continue to improve performance. The General Manager is a critical role to execute on this vision and I am excited to potentially serve in this capacity for IVGID.