

**MOUNTAIN LAKES RESORT**  
**OPERATIONS / COLLECTIONS**  
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# WHAT ARE WE GOING TO COVER?

- ❖ About Mountain Lakes
- ❖ Reservations/ Registration
- ❖ Member Services
- ❖ Billing/ Collections
- ❖ Activities
- ❖ Rangers/ Security
- ❖ Maintenance/ Housekeeping
- ❖ Store/ Restaurant
- ❖ Team meetings and communication

# ABOUT MOUNTAIN LAKES

- ❖ Purchased in 1979 became members only 1980
- ❖ Approx. 420 full hook ups and 96 cabins



# RESERVATIONS/REGISTRATION

- ❖ Donna Armour and her team of 8 on peak and 6 off peak are the first people our guest see.
- ❖ First impression is huge....so SMILE! We try and go the extra mile and call when a cabin is clean, learn names, play with pets, etc.
- ❖ Members call reservations 7 days a week 9 am to 5 pm
- ❖ Potential Members call our sales or marketing team
- ❖ Full hook up sites are first come first serve (reservations guarantees them a site)
- ❖ Guest contract
- ❖ We issue passes, write down license plate numbers and keep count of everyone in the resort. Comment card is the back of the pass
- ❖ All guest 10 and up must be listed
- ❖ Maned 24 hours (Rangers take over 9 pm to 7 am)

# MEMBER SERVICES

- ❖ A place where members can go to get help with just about anything they were sold.
- ❖ We have Debbie and my self available to help Friday through Tuesday 9 am to 5 pm
- ❖ Print membership cards
- ❖ Membership Transfers
- ❖ All Associate sign ups and billing
- ❖ Assist in travel questions
- ❖ Try and solve any problems a member might have. If we can not they are referred to the resort manager Allan Monteleone

# BILLING AND COLLECTIONS

- ❖ Once a sale is made we mail a welcome letter along with the entire payment booklet (If financed) and the dues coupon for the year.
- ❖ Our collection team is made up of Sukhi Bhandari Manager, Teresa Bailey supervisor and five other team members.
- ❖ Each morning for 2 hours everyone calls for collections.
- ❖ Notices are ran on the 10<sup>th</sup> and the 25<sup>th</sup> of each month.
- ❖ Running notices produces our “Counter report”
- ❖ Each team member is assigned a “counter”
- ❖ Members can pay at the Resort, corporate office, by phone or by mail.

# BILLING AND COLLECTIONS CONT.

- ❖ What is a “counter?”
  - Counter 1- 10 days late, Send notice. Late fee is added. We give a friendly reminder that a payment is due.
  - Counter 2- 25 days late, Send notice. Attempt to collect or get a date when payment will be made.
  - Counter 3- 40 days late, Calling because you need to make a payment. Start calling work numbers, references and running credit to get current phone number.
  - Counter 4- 55 days late, Send Letter Demand payment
  - Counter 41- 70 days late Account is going to the agency and we no longer handle
  - Counter 5- 85 days late Cathy is our “In house collection agency” Last chance before we refer your account to an agency and credit is affected. 2 weeks to collect or Membership canceled letter sent. She is paid commission only 15% of amount collected and collects on her own time.
  - Counter 6- 2 Quarters passed due and up for cancellation
  - Counter 8- Our system no prints notices, because the account is at agency. We no longer discuss anything with the member.

# ACTIVITIES

- ❖ Misty Linder is our full time activities coordinator
  - ❖ Team of eight during peak and four off peak (We do not have member volunteers)
  - ❖ Plans all major events 6 months in advance
  - ❖ Let the members know what's happening. Newsletter helps advertise theme of each weekend. Flyers posted around the resort. Post on social media. Weekly detailed activity list.
  - ❖ We encourage our team to get involved with the theme or holiday. Dress up, decorate, let members know what's going on verbally
  - ❖ We have set favorites that we keep each year. Try new things to improve member participation and entertainment.
  - ❖ Teens are the most difficult age group to engage.

# RANGERS

- ❖ Mike Salerno is our Ranger supervisor. He has a team of seven off peak and nine on peak.
- ❖ On Premises 24/7 Take over the front gate from 9 pm to 7 am
- ❖ Just started utilizing body cams
- ❖ Create an incident report for everything.
- ❖ Patrol and issues citations for rule violations.
- ❖ Trained in CPR and First Aid
- ❖ Cable calls/ Propane/ Fishing/ Site Checks/ Change runs/ Street light maintenance

# MAINTENANCE AND HOUSEKEEPING

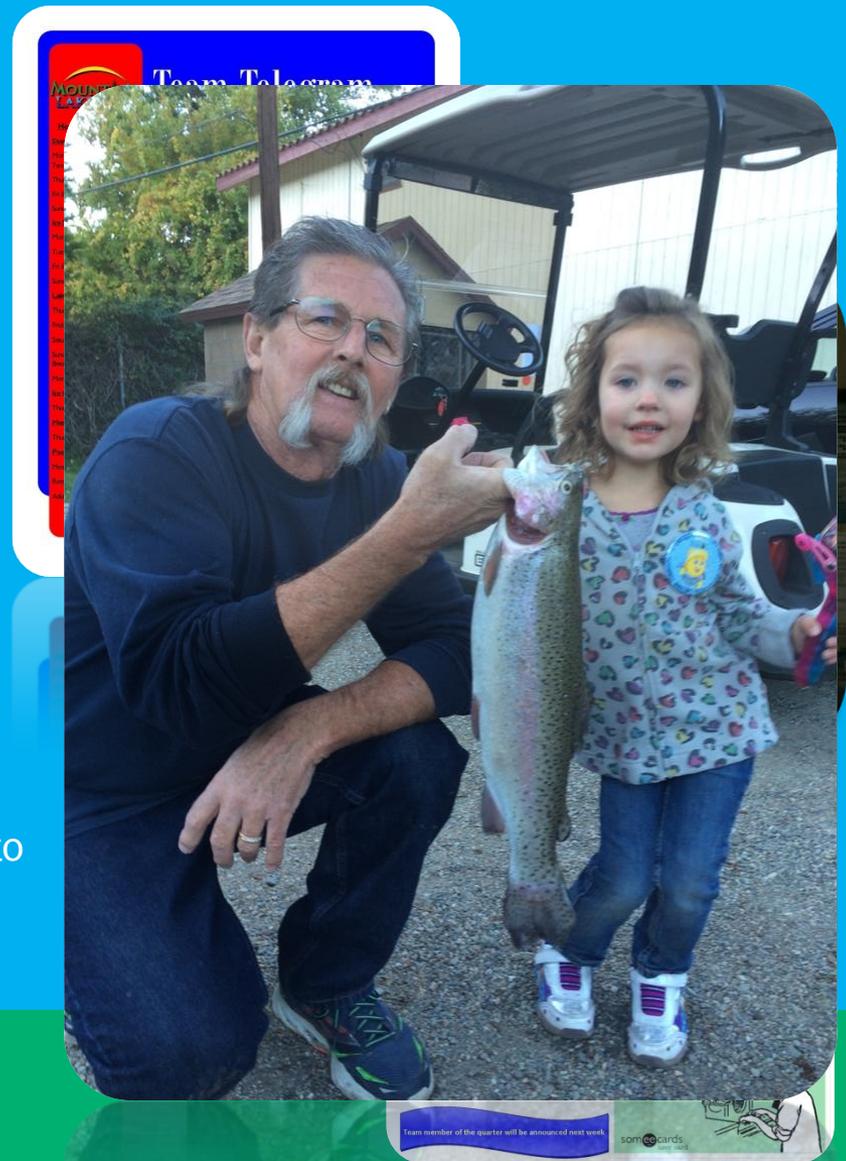
- ❖ John Salas and his team of 10 off peak and 11-12 on peak handle all of the maintenance and grounds needs at the resort.
  - ❖ We write work orders for everything that needs to be done and the team picks them up throughout the day.
  - ❖ We also call on the walkie talkie radio to ask for things that need to be done or questions.
  - ❖ Monthly safety check list for trip hazards and repair needs.
- ❖ Judi Ford and her team of 7 off peak and 10 on peak keep the resort looking beautiful.
  - ❖ Uses arrival list to make sure cabins are clean and stocked before members check in.
  - ❖ Constantly checking facilities for cleanliness.

# STORE & LAKEVIEW LODGE

- ❖ We have a general store ran by Myra Anderson and her team of two off peak and four on peak.
  - ❖ Try and provide specialty camping needs, souvenirs and seasonal items.
- ❖ On site Restaurant and Bar ran by Brenda Hoepfner and her team of four off peak and eight on peak.
  - ❖ Hours fluctuate depending on season and holidays
  - ❖ Full bar that stays open after the restaurant closes on Friday and Saturday nights.
  - ❖ Ice Cream window open 1-5 every day the restaurant is open

# TRAINING AND EXTRAS

- ❖ Started a new hire training program
  - ❖ We do FISH! And Pickle
  - ❖ Specialized department training
  - ❖ Creating manual for each department
- ❖ Communication
  - ❖ Weekly team newsletter to keep all departments informed.
  - ❖ Front gate has a “Need to know board”
- ❖ Team member of the quarter
  - ❖ Try and improve moral and show appreciation
- ❖ Buttons
  - ❖ We make our own buttons for members to “Make their day”



# THANK YOU

Questions/ Answers?