



P.O. Box 523 · Traverse City, Michigan 49685 · www.TraverseCity.org

February 2018 Member Meeting Notes

Date: February 13, 2018
Time: 5:30 PM @ Robby's Taqueria TC Mexicana
Theme: Winter Tourism
Speaker(s): Emily Sklodowske (Mt. Holiday), Amanda Spoor (Crystal Mountain Resort & Spa)
Board Members Present: Laurie F. (President), Julie T., (Visitors Media), Elaina H. (Treasurer), Jonathan P. (Secretary)
Board Members Absent: Randi H. (Past President) - resigned from hotel industry

Board Member Announcements

President - Laurie F.

- Randi Hope no longer on board as she is not in the hotel industry anymore
- GTAHA Facebook page is live
 - Lists a lot of events
 - Can use to share positions open
 - Text information to Laurie (231) 590-6465 to get other announcements on the FB page.
- Talks in the past of brochures/rack cards for GTAHA
 - Use to recruit, provide information
 - Focusing more on a business card-size brochure that's easy to hand out and keep in pockets
 - Motion by Saeth to do postcards (500 of 5x7) for \$102.47 for mailings. Seconded by Tori
 - Passed
 - Motion by Emily S. to do business cards (1000 business cards) for \$66. Seconded by Jeff D.
 - Passed
 - A proof of each size and type will be sent out prior to ordering.
- Before next meeting, Laurie will email all to confirm if information is okay to be shared or not.
- Current membership is around 57 members
- Website is going to be redone
 - Look for requests for information to get on the site
 - Julie T. will be emailing everyone and heading this up

- Monthly social events?
 - Lots of going on right now.
- TC Certified
 - Caught up on it now
 - It costs \$600/year to keep it going
 - More information on program revamp will be coming
- March meeting @ Great Wolf Lodge
 - Conference room and food has been donated
 - Everyone who shows up will get waterpark passes
- Drawings
 - Valentine's Day basket - Lorri Hathaway won
 - 4 passes for Mt. Holiday skiing/snowboarding - Jian Blair won
 - 1-Night Stay at Cherry Tree Inn & Suites - Elaina won
 - \$25 Gift Card to Robby's Taqueria TC Mexicana - Erin Rose won
- Name Tags
 - About \$500-600 for 50 name tags
 - No further discussion right now.

Vice President - Julie T.

- Scholarship Program
 - Grand Traverse Regional Community Foundation
 - Helps coordinate our scholarship program
 - Two different types of programs
 - One required a minimum scholarship of \$10K
 - Other allowed just to TC West and Central students but doesn't have minimum scholarship amount
 - Due to time crunch, we chose this one and would like to expand in future years to include other schools.
 - Is for seniors only.
 - Scholarship requirements will be that they have worked in the hospitality industry
 - One (1) \$500 scholarship or two (2) \$250 scholarships will be awarded
 - Renew each year. Doesn't continue forever
 - Went live on GTRCF.org on Monday, February 12, 2018
 - We can add a second scholarship to add other school districts.

Treasurer - Elaina H.

- Current balance in account is \$4388.67

Membership Announcements

- Jeff DeFort - now with image360
 - Image360 won award Home Builders Association for 20 years of membership.
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- BATA
 - New routes from about Cherry Tree Inn to Meijer
 - Free route
 - All routes now on the BATA transit app
 - Go to store and type in "Transit" to look up app in the Google Play or Apple iTunes stores.
- Interlochen
 - Winterlochen this Saturday from 10 AM to
 - Concert, snowman making, all free
 - Food trucks will be there, too.
 - Invite family/friends
- TCT
 - TC Restaurant Week starting next week
 - Check events on traversecity.com to see all the events going on - always something going.
- Morse Moving
 - \$399 for 2 men for 4 hours to any business/residential needs.

New Business

- None at this time

Emily Sklodowske - Mt. Holiday

- Still have Kawanis Record Eagle Ski School
- Have scholarship program
- Have gold pass program - employees can ski for free
- Sugar beach discount off tickets/zip lines for their guests - can do with other hotels.
- Friday night flight school
 - For intermediate to advanced skiers/snowboarders on new terrain park
- Working with Z93 - \$9 Thursdays regardless of age for lift tickets

- Our Project
 - Can donate to terrain park specifically
- Mt. Holiday is a 501(c)(3) non-profit organization that relies on local community donations
 - Donations can be made via the Mt. Holiday website
- New Website - www.mt-holiday.com
- New logo this year
- Email guest services with any questions - guestservices@mtholiday.org
- Brochures - just see Emily to get brochures.

Amanda Spoor - Crystal Mountain Resort & Spa

- March has special weekends
 - March 2 & 3 - Mardi Gras
 - March 9 & 10 - Spring Carnival
 - March 16 & 17 - Celts & Kayaks
 - March 23 & 24 - Retro Weekend
- We are 100% open with 58 runs for downhill
- Kicking off golf season and spa service discounts
- Mother's Day brunch/Easter Brunch coming up
- Alpine Slide in the summer
- Archery in the winter and summer
 - Lessons available
 - Bows and arrows available for rent
- Have 25Km cross-country skiing trails
- Have fat bikes all year round
 - Had first fat bike race about 3 weeks ago
 - It's actually hard on snow but fun
 - Can rent fat bikes
- Can use Crystal as a local - don't have to be a guest to use all of their amenities available
- Just added 25 units on the Inn
- Ice rink has moved just a bit due to new units built