



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

January 2018 Member Meeting Notes

Date: January 9, 2018
Time: 5:30 PM @ Camria Suites
Theme: State of the State
Speaker(s): Deanna Richeson - MLTA, Jonathan Pack - providing Dave Lorenz key points for Pure Michigan
Board Members Present: Laurie F. (President), Jonathan P. (Secretary)
Board Members Absent: Elaina H. (Treasurer), Randi H. (Past President)

Board Member Announcements

President - Laurie F.

- VP vacant by Michael N. - had opportunity come up in Cadillac.
- Motion for Julie Tripp to be VP of GTAHA by Margaret. Tori (TCT) seconded
 - Approved
- Membership Dues
 - Figuring out P.O. Box concerns with receiving dues
 - Laurie will follow up on this.
- Emails/Contact Lists
 - Working on updating
 - Member list copy to members?
 - Motion suggested by Laurie
 - Margaret suggested an opportunity to opt out
 - Motion to share list with option to opt out
 - Decided to email members to get more feedback on it and bring it to next meeting
- Interest in getting more members - hotels, restaurants, etc.
 - Direct mailings?
 - Margaret M. (Hotel Indigo) suggested better materials to share
 - More recruiting by the members already involved
 - Pat C (American Waste) suggested engaging Chamber of Commerce
- Creating Facebook group to post member meetings/events.
 - Ginger S (Bay Breeze Ad Specialties) volunteered to take on

- Need to get with past president, Saeth, to get access to FB page.

Membership Announcements

- Tori (TCT)
 - Happy with end of 2017 and kudos to members
 - Great for people to attend the MLTA Governor's Conference - more TC people the better!
- Laurie (TC Rentals)
 - Sleeping Bear Dunes rate hikes
 - SBD snow shoe hikes
 - Deanna R (MLTA) shared how awesome the experience it was
 - Amazing views
 - Free
 - Maybe an event for GTAHA membership to experience.
 - People like to tube/sled on Dune Climb and other dunes
 - Free Entry Days
 - MLK, Jr. Day
 - April 21st - 1st day of National Park Week
 - September 22nd - National Lands Day
- Jonathan (Cherry Tree Inn)
 - Can get free state maps from MDOT. Go to <https://mdotjboss.state.mi.us/travel/stateMapMailerHome.htm>

New Business

- Outline for upcoming meeting in February
 - Speaking with ski resorts on how they can benefit us
 - State of GTAHA - topics to include speakers, non-profits, sub-committees, networking socially, educational forums, spring seminar, hiring fairs, growing our membership
- Agendas will now include attachments from discussions at Board Meetings.
- Board meeting will be next Tuesday at 4 PM

Deanna Richeson - MLTA

- Governor's conference coming to TC in 2019
- MLTA is the legislative voice for the industry
- This year, there will be a 2/3rds turnover of the legislative body due to term limits.
 - Can be hard to train/educate new legislatures.

- We'll need the members voice to help with the new legislatures coming in
- MLTA has been around for 120 years
 - Recently found ledger with sign-in signatures to annual conference going back to 1914
- MLTA is going through transition
 - Rebranding
- MLTA does conference on tourism in spring and Legislative Action Summit (LAS) in fall
 - 2017 LAS theme was "Rock the Change"
 - 2018 date to be confirmed for the LAS - will be in September though
- Pure Michigan
 - Wayne S. and Lee Chatfield have been phenomenal supporters of Pure Michigan campaign
 - In 2016, Pure Michigan provided an \$8.33 ROI
 - Going to request a \$1-3M increase to Pure Michigan Funding
 - Currently, budget is \$33M
- Post-Labor Day Schools (PLDS)
 - Local control matters
 - 75% of likely voters want parents and voters - not school admins - to decide when schools start their year
 - More than 100 school districts have received waivers last year
 - Started around 30 in the first year
 - ISD's would get the approval for all of their school districts under their control instead of individual schools getting waivers
 - Senator Geoff Hansen is one that works hard to not let PLDS get overturned
 - PSteve Yencich (past MLTA president) says waiver is killing effectiveness of the PLDS ban.
- Short-Term Rentals
 - MLTA opposes HB 4503 and SB 329
 - MLTA does not oppose STR's and Airbnb
 - Michigan Realtors Association is one that pushed these bills through that would take control away from local level.
 - MLTA has stopped them going through twice (around holiday weekends) with the help of multiple associations like American Hotel & Lodging Association, Bed and Breakfast associations, townships, and more
 - MLTA supports leveling the playing field between STRs and commercial properties

- MLTA supports safety of renters, homeowners, governed by local control over how and where STR's operate
- There was discussion following Deanna's presentation by Pat C (regarding Garfield township's stopping STR's), Laurie F. (regarding Airbnb and bad STR users that have hurt the good ones and being so strict with the owners who are offering STR use).
- Deanna would like any accounts that
- Minimum Wage, Tip Credit, and Paid Sick Leave
 - One Fair Wage MI is trying to get initiative on the ballot
- Other items on scope
 - Wind Farms
 - Line-5 Pipeline
 - Invasive Species
 - Transportation Infrastructure
- Phone 2 Action - New Technology by MLTA
 - Go to MLTA FB page and "Like" the page
 - Click on past pinned to top with the Adirondack chairs
 - Fill out form on next page
 - It will let you directly email, tweet, or FB post right on your legislatures' digital media accounts
 - You can edit the message, but the form message will be okay, too!

Dave Lorenz - MEDC - Talking Pointes presented by Jonathan P.

- Pure Michigan Winter Travel Guide is available at all of Michigan's 14 Welcome Centers. If you'd like additional copies to distribute at your properties and attractions, please contact Amanda Munson at munsona@michigan.org. We'll get them to you as soon as possible.
- Travel Michigan has launched a new trend-forward personalization feature on michigan.org helping us move away from a "one size fits all" experience. The technology learns about search history and preferences of our users, including content they viewed in the past. With this information, we are able to personalize different content types across multiple pages, providing visitors with a tailored experience to their interests.
- Winter Snow Day Campaign -- digital winter passion campaign will continue through February, driving people to the michigan.org/winter landing page.
- Here is the link to add deals to michigan.org: <https://www.michigan.org/what-benefit-posting-your-event-property-dealpackage-website>
 - This is free of charge.
- There is a newsletter opportunity called the Pure Michigan Featured Deals Program

- Each month, the Michigan travel industry has the opportunity to promote featured online travel discounts, last-minute specials and special offers in a monthly Pure Michigan broadcast email.
- The Pure Michigan Featured Deals Program is designed to take advantage of the growing number of consumers who search michigan.org for specific information on deals and discounts.
- The monthly Featured Deals email is sent out on the first Thursday of the month to more than 300,000 subscribers and is posted for the entire month on michigan.org. Rates and registration can be obtained through TwoSix Digital. Discount rates are available for multi-buys.