



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

May 2018 Member Meeting Notes

Date: May 8, 2018
Time: 5:30 PM @ Teetotalers, 123 Speakeasy (www.tcspeakeasy.com)
Theme: Recruitment
Speaker(s): Ron Phillips (PMP Personnel Services), Lisa Baker-Lorincz (Access Point),
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.

- Received a call from George for DK5K
 - Still looking for towel donations for run.
 - He'll pick up from hotel/location
 - Phone number is 231-590-8617
- Mitch's birthday is today!
- New ability to do c/cd processing.
 - No cost to membership.
 - Nice receipts
 - Easy to use.
- Scholarships are being determined
 - One winner for each school - Central and West High School

Vice President - Julie T.

- None at this time.

Treasurer - Elaina H.

- She has invoices ready and will go out soon
- Account at \$2,798.24

Membership Announcements

- **Summerside Properties** - Cambria Suites and Comfort Suites were just named top hotels in their brands out of all hotels in their brands!
- **TCT** - some big groups coming in - Cherry Festival, Film Festival, Equestrian Festival
 - Check out events portion of website

- Best place to find events on the area
 - New website being launched soon
- **Old Mission Lighthouse** - is open but only the first floor. Not the tower. Tower is being worked on after 5 years of
- **Traverse Area Vacation Rentals** - was named top 10 finalist for 2018 Small Business of the Year through Traverse City Area Chamber of Commerce.
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Old Business

- Spring Seminar
 - Completed and seems to have gone well
 - Members who attended said they liked the topics/sessions.
 - They were informative to all types of businesses
 - Food was good - kudos to Hotel Indigo
 - Timing?
 - Seemed good to be during the day
 - Staffs were sent from a few
 - Perhaps shuttle service in the future?
- Post Cards & Business Cards
 - Have 150 post cards to mail out later in the year
 - Business cards are available to all members to hand out
- Topics ideas for future meetings
 - Would like to start recycling agendas because they are big/many
 - If members have any ideas/input, the board is very open to what you'd like.
 - Just leave notes to board or email us
- Membership
 - New members - Access Point, Tamarack Lodge, Costco, Teetotalers
- GTAHA Website
 - New website has launched - Julie has spearheaded this
 - Lead new members to the website and get information to GTAHA board to get listed (logo, contact details)
 - Can pay for membership through website.
- TC Certified
 - Have access again.

- Melanie Olsen has volunteered to help redo it and is working on it but has been taken away from it for other responsibilities

New Business

- June “FUN” Meeting - Tuesday, June 12th
 - Leelanau Peninsula Wine Trail
 - LPWT is providing food and drinks and games!
- September “First Responders” Meetings, September 11th
 - At the Park Place - dedicated to First Responders
 - Variety of safety considerations
- Recognizing the current Board Members
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- Mingle with new guests & speakers

Ron Phillips - PMP Personnel Services

- Had emergency come up and had to leave

Christine Keefe - Co-owner of Teatotalers/123 Speakeasy

- Christine and Taylor Keefe (husband and wife) are owners of cocktail bar.
- B is the manager
- Building was built in 1920 for Ford Dealership
 - Façade is as close as they could get to the original
- Everything inside is from Victoria/East Lake period which was right before prohibition
 - Lot of furniture is antique
 - Upholstery was done by Stuff It Upholstery
 - Furniture was found around the Traverse City area.
- Gustav Klimt is artwork through out
- Drinks are from original recipes from B
 - All drinks/food is name after stories like the “Frenchie Lablanc” drink. It’s named after bootlegger character that led police on long car chase (carrying gin - the base liquor of the drink)
- Everything is served in bite-size pieces so everyone looks good when they eat it.
- Everything is designed to make you look good

Lisa Baker-Lorincz - Business Consultant at Access Point

- Access Point (AP) is privately owned
- Owners have homes in the area

- Ariane Derosha also here to help
- AP has been serving GT area for 15 years
- Core value is “care”
 - Manage the entire life cycle of an employee
 - Recruiting, screening, qualifying, HR management, benefits, COBRA management, etc. All things for the employees for employers
 - Have about 200 employees all over
 - Focus is Michigan
 - Farmington Hills is home office
 - Can help with short-term labor or trial labor periods
 - For upcoming summer season, AP uses experiences from all of their offices to provide expertise on seasonal areas like TC
 - AP is exactly the same but completely different than PMP, Northern Staffing, Kelly Services, etc.
 - Some tips:
 - Talk to employees and let them know positions are available
 - Invite employees to talk to their friends
 - Incentivizing referrals help
 - Use FB campaigns and let employees know you have one going
 - Improve employee culture
 - Have information for applicant off the street ready at the front lines
 - Set up new employees or applicants to win
 - Email, text, call about appointments/interviews/start dates/etc.
 - Where to find qualified employees?
 - They are probably already working
 - Empower, give tools to people who can attract employees
 - Give incentives for employees to talk and find applicants and such - not just referral incentives
 - Hire fairs are great, but you have to be a great event coordinator
 - Everything you say needs to be optimistic and give a sense of excitement
 - Access Point can take the burden of employment recruitment off your shoulders
 - AP pays the employee, can provide benefits, can provide a versatile work experience for employees.

- Size of company can help be more competitive for the businesses AP helps.
- There are no fees to recruit
- Can do direct hire with just a one-time fee to AP
- Can also do temp to direct hire which the direct hire is done after a certain number of hours are fulfilled (generally 3 months of FT work).
- Can help with short term quick roles too.
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Winners of Drawing

- **Complimentary ticket to Leadership Lunch Club - Emily at Mt. Holiday**
- **Two “Dinner and a Movie” tickets for State Theatre or Bijou - Adrian from Access Point**
- **\$20 Gift Certificate to the Patio at West Bay Beach - Jeff at Image360**
- **\$50 at 123 Speakeasy Giveaways - Ginger at Bay Breeze Media**