



P.O. Box 523 · Traverse City, Michigan 49685 · [www.TraverseCity.org](http://www.TraverseCity.org)

### October 2018 Member Meeting Notes

**Date:** October 9, 2018

**Time:** 5:30 PM @ Mt. Holiday

**Theme:** Stress Management

**Speaker(s):** Dr. Lea Piche, The Wellness Champions

**Board Members Present:** Laurie F. (President), Julie T., (Visitors Media), Jonathan P. (Secretary)

**Board Members Absent:** Elaina H. (Treasurer) Randi H. (Past President) - resigned from hotel industry

#### **Board Member Announcements**

President - Laurie F.

- Current balance - \$4,909.04
  - Some checks have come since update

Vice President - Julie T.

- Nothing to share.

Secretary - Jonathan P.

- TC Certified - Hopefully out in November

#### **Membership Announcements**

- TCT - Ironman was fastest sell out of Ironman 70.3 - worldwide
  - 2500 registrants total
  - August 25 is race date
  -
- **Image360**
  - Was at expo in Chicago and they are doing new graphic on walls that textured. See Jeff for information on it.
- **BATA**
  - Had 52,000 rides on Bay Line Route
  - Has new app that people can pay from for their rides
- **Interphase Interiors - Ben Tromley** - Eastern Elementary was completed before school started
  - TBISD expansion ribbon cutting tomorrow
  - Munson is occupying Building 58 for the most part

- Some condo part of this building will be done by Minervini Group
- **AccessPointe - Lisa Baker**
  - Aptesteam.com - live webinars
    - Next one is November 8<sup>th</sup> at 11 AM - will be on terminating employees
    - Saved past webinars to review
- **Red Ginger - Pam Marsh**
  - Valet parking is on hold now until ordinance is passed with DDA/City Commission
  - Dave Denison (Amical), John McGee (Sorellina), Pam and Dan Marsh (Red Ginger) funded it in Summer 2018
    - Will be looking for other funding for future.
  - Michigan Restaurant Association news
    - Changing to “Michigan Restaurant and Lodging Association” in November
    - Great association from networking standpoint
    - Encourages everyone to be join the association
- **Crystal Mountain - Amanda**
  - Chair lift rides this weekend and through October
    - \$7/ride
    - Entertainment and snack available
  - Spooktacular Days on Saturdays
    - Spooky/non-spooky trails
    - Petting zoo
    - Wagon rides
    - Burlap races
    - Pumpkin seed spitting contest
  - Crystal Spa Open House
    - November 16 - Holiday Open House
      - 25-minute services available
      - Learn tips and tricks
      - Meet spa industry experts and reps
      - Hors D’oeuvres and refreshments
  - Other Specials available - see them under “Events” at [www.cyrstalmountain.com](http://www.cyrstalmountain.com)

**Speaker - Dr. Lea Piche, The Wellness Champions**

- 80% of employed people are at companies of less than 2,000 employees
- The fewer employees there are, the greater percentage we need to take care of for their health
  - One person gone can greatly impact business
- Wellness Champions challenge people to focus on their health
  - Doesn't need to be big overhaul of health
  - Focus on just one step to get going
- Culture/relationships are very important
- Presenteeism costs more than medical expenses
  - The person who is dedicated to the team and shows up regardless of how they feel
  - Very high work ethic but not as productive and can affect the rest of the team
- Fatigue is #1 symptom reported to doctors
  - Affects women more than men
  - This hurts ability for team members to be more connected
- Preventable illness makes up 70% of the burden of illness and associated expenses
  - Obesity costs \$190,000,000,000 each year
  - There is no state in the U.S. that has less than a 20% obesity rate
  - 20% of kids are obese - in the 60's, it was 4%
- Healthcare is now being recognized as investment to be optimized instead of an expense to be minimized
  - Wellness Champions can help recognize this and help at meetings and more
- ER visits are used for treating causes/episodic causes. Primary care doc is important for preventative care
- Investment vs. expense
  - Screening of Type 2 diabetes is \$75 vs. treating Type 2 diabetes is \$14K+
- Feeling good vs. functioning good
  - Should be pointing to wellness
    - When we don't we're inadvertently pointing to illness
- Top 10 health conditions = best-selling meds
  - Meds are important for many things, but many can be avoided through wellness focus
- Wellness Myths vs. Facts
  - Doesn't have to be expensive to do

- Doesn't have to be difficult
- The more engaged you are in your own health, the better health care you get
- Pearson's Law
  - What gets measured and reported on GROWS
- Done is better than perfect

### **Old Business**

- Post cards for 2018-19 being mailed out next week
- New "Sign In" sheet for giveaways
  - If you want to donate an item, note on the sheet at the meeting
- New Membership
  - Red Ginger
  - Fife Lake Lodging
  - Pinestead Reef
- TC Certified
  - See above with Jonathan's announcements
- By-Law Changes
  - Jonathan will look up changes from past and organize for a vote of changes in November.
    - Changes will make sure associates can vote
    - Active member definitions are changed to include language that works to have short-term rentals work as members. Currently, active members have to be hotels, motels, resorts.
  - Tabled for next meeting
    - Motion by Kathy K from Sleep Inn
    - Seconded by Julie T from Visitors Media
    - Motion Passed
- Private FB Information completed
  - To send out information on guests or events others should be concerned about, send an email to [hotel\\_alert@grandtraverse.org](mailto:hotel_alert@grandtraverse.org)

### **New Business**

- Membership emails (2014 through 2018)
  - GTAHA has been sending to current and past members our information
  - Want to set cut-off date to stop sending past/non members information

- We will tell them that they need to be members by November meeting or they will be removed from emails from membership
  - Motion by Kathy K from Sleep Inn
  - Seconded by Mark B from Comfort Inn
  - Motion Passed
- Board Member Nominations
  - Arrow Trudeau of Cherry Tree Inn for Secretary
  - Can submit more nominations to [gtaha@traversecity.org](mailto:gtaha@traversecity.org)
  - Laurie is running for President again
- November “Give a Little”
  - Need some presenters/Recommendations
    - If you have someone who you would like to present, please contact Laurie at [gtaha@traversecity.org](mailto:gtaha@traversecity.org)
- Donate to local charity in November?
  - Mark B suggested Women’s Resource Center
  - Julie T suggested Munson Manor
    - Munson Manor is always looking for volunteers
    - Any sheets are needed, too
  - Lisa B suggested Single-Mom Ministries
    - Single-Mom Ministries is about moving forward
    - They don’t go door-to-door for donations
    - Would be more looking for overnight stays to help their moms
    - They have event nights on a regular basis - 120-130 people come
      - Meet at Church of Living God on Birmley
  - Kathy K suggested cash to Women’s Resource Center and then having members to donation of overnight stays or pool passes or other to Single-Mom Ministries
    - If you want to do this for Single-Mom Ministries, email Laurie at [gtaha@traversecity.org](mailto:gtaha@traversecity.org)
  - Pat C motions for \$500 to Women’s Resource Center
    - Jeff D Seconded
    - Motion passed
- November meeting will be held at BATA and co-hosted by Costco
  - 5:30 PM on November 13

## Member Drawings

- \$25 gift certificate to Deerings on Union provided by American Waste - Arrow T. from Cherry Tree Inn & Suites
- Costco Bag of Prizes - Julie T. of Visitors Media
- Two 1-hour massage certificates provided by Wellness Champions - Amanda S. of Crystal Mountain and Ben T of Interphase Interiors
- One Night Stay in King Studio with Jacuzzi and View of Bay at Pointes North - Beth C. of American Waste
- TAVR Cozy Blanket, stress reliever oils, and 1-hour gift certificate - Gilligan from Sleep Inn

Motion to adjourn by Gilligan from Sleep Inn