



Health Care Committee
of the Traverse City Area Chamber of Commerce
Meeting Notes: April 8, 2009, 8:00 a.m.

Present: Diane Butler, Caryn Cleland, Lyn Chappell, Gae Ellery, Jennifer Ewing, Kory Hansen, Russ Knopp, Steve Perdue, Tracy Kiersey Dr. John Schneider, Kendra Smith

Call to Order: In the absence of Chairman Jim McDonnell, Tracy Kiersey called the meeting to order at 8:04 a.m.

Minutes: Minutes of March 4, 2009 meeting were approved as written.

March Seminar – Jennifer Ewing provided feedback on the “Elephant in the Room” topic. Unfortunately the morning session was canceled due to low enrollment. The lunch session was well received, but more attendees are desired. Discussion followed with ideas of fax blasts, e-blasts, business news ticker, flyer, reminders, etc. to improve awareness of membership of all the Health Care Committee is doing in the community.

Ambassadors – Lyn Chappell spoke to ambassadors regarding works of the Health Care Committee. Caryn to discuss with Beth Milligan, Communications Coordinator, opportunities for communicating to Ambassadors what the Committee is working on and upcoming events they sponsor. Good web site display was identified as an area for enhancement and Caryn will follow-up with Beth.

Legislative update – Steve Perdue reported that the joint meeting with Grand Rapids to discuss affordability was canceled and may be rescheduled. As a result, the March Government Affairs meeting was also canceled. Regarding White Paper on affordability, Steve Perdue reported that the Grand Rapids chamber was notified that although we don’t disagree with the paper, we had decided not to sign on to it either.

November Seminar – State of the State regarding HSAs. The idea is to have a panel discussion for the November session with representatives from BCBS, Priority, private pay, legislative, etc. Tracy will contact Frank Smith and Gae Ellery will call Priority, and Caryn will share the discussion with Doug.

May 20th Seminar – In light of upcoming changes in COBRA subsidies, Committee suggested changing the topic of this seminar to include the American Reinvestment & Recovery Act. Medicare will remain as part of the seminar topic as well.

Other Discussion –

- “Let’s Get Moving Northern Michigan” program history and update was provided by Diane Butler. May 18th, from 5:00 – 6:30 p.m. is the kick-off at the Civic Center. Speaker is Petoskey’s Kerri Finlayson – who biked all over Africa. Frugal Family Fitness is this year’s theme. Raffle of kayak donated by Priority Health. www.lgmnm.org Anyone who is interested in serving on this committee is encouraged to attend the next meeting, scheduled for April 27th at 10:30 a.m. in classroom G at MCHC. Interested parties should call Diane. Donations are being accepted, and donors are recognized on the website and in printed material.

- Senior Expo May 20th www.tcseniorexpo.org Civic Center 10 a.m. – 5 p.m. Lunch provided. A number of organizations will be conducting screenings. There are four different seminar tracks. For more information, refer to website.

- July 6th 10-4 Health by the Bay at the Open Space. Major sponsorship should be known by end of this week.

Adjournment – Meeting adjourned at 9:00 a.m.

NEXT MEETING: **May 6, 2009**



Committee Meeting: Small Business Council

Date of Meeting: Friday, April 17, 2009 – 8:00 a.m.

Next Meeting Date: Friday, May 8, 2009 – 8:00 a.m.

Committee Purpose:

The Small Business Council will be the primary vehicle to connect and help grow the Chamber's small business members. The Small Business Council's focus is to embrace and encourage entrepreneurial business practices, to serve as the voice for small business, and to offer opportunities for development through networking and Chamber programs.

Committee Chair: Bob Forsman, National Coatings

Meeting Summary:

Present – Bonnie Alfonso, Marie-Chantal Begin, Tino Breithaupt, Bryce Dreeszen, Sterling Enfield, Bob Forsman, Mary Gillett, Jeff Henkel, Kevin Bozung, Nathan Kalchik, Ruth Nunnelley, Steve Perdue, Joe Sarafa, Liz Sayre-King, Juliette Schultz, Sean Skarshaug, Kyle Trevas, and Kelly Walter.

Welcome & Introductions – Chairman Forsman called the meeting to order at 8:00 a.m. and asked for around-the-room introductions.

Guest Presentation - Conflict Resolution Services, Inc. – (see attached pre-meeting summary from the Chamber at the end of these meeting notes)
Barbara Budros, Jennifer Kowal and Chuck Judson, on behalf of CRS, presented the Council with an overview of the differences between mediation and litigation. Their presentation covered cost and time/process differences, as well as the great cost savings for businesses to handle disputes using a mediator. Currently, CRS partners with the non-profit sector to bring services to individuals. They recently brought the concept of designing a program that assists businesses (Chamber members) with mediation to the Chamber leadership for their feedback. The Chamber leadership is now seeking the Council's thoughts on this potential new program. Specifically, Chuck Judson asked what are the ways this program can be shaped that would help businesses like those on the Council? Discussion ensued. Steve Perdue questioned the fact that since this service is

already available to community members, what would the difference be in the service to Chamber members and why would it be of benefit? CRS representatives responded that this new program for Chamber members would be different in that the mediators would have more training related to business issues and it would be at a different level – there would be a slight modification in their current system when geared towards business mediation. Ruth Nunnelley raised the issue of liability when taking CRS to the for-profit sector, and Bonnie Alfonso raised the issue of what is the real value to Chamber members – that it seems like another member-to-member benefit program. Discussion ensued and it was agreed that Doug Luciani should report to the Council with further details on why the Chamber should endorse this, what the direct benefit(s) would be for the Chamber, if any. It was suggested Luciani attend the next meeting to answer Council member questions.

Traverse Bay EDC Update – Tino Breithaupt provided the Council with an update on the following happenings in the Chamber's Traverse Bay EDC division:

- Distributed new EDC and Chamber marketing materials;
- Distributed the 2008 Activity & Project Report for Council members who were unable to attend the EDC Annual meeting in March;
- EDC and Chamber leadership had productive meetings with EDC Annual Meeting speaker L. Brooks Patterson, Oakland County Executive, the morning after the Annual Meeting. The meetings centered around health care and potential collaboration between Munson Medical Center and Oakland County with their Medical Main Street Program;
- A downstate un-named insurance company is looking at locating a \$20 million data center in the region and another project lead has been identified as a call center project that would create 100 new jobs;
- On Friday, April 17, the EDC and Chamber leadership is convening a meeting at the Chamber with U.S. Senator Debbie Stabenow and four Chamber-member companies looking at diversifying into the alternative energy sector – Stabenow serves on the U.S. Senate Energy Committee;
- On July 15, the EDC will host a Manufacturing Diversification Summit in Traverse City at the Hagerty Center along with about 15 other partners in the MEDC's Region 1 (everything north of Cadillac including the entire U.P.) The Summit will be tele-video conferenced live to Gaylord and Iron Mountain as well;
- There is a Community Funding workshop on May 21st at the Hagerty Center coordinated by the Council of Governments – the EDC will be presenting on behalf of New Designs for Growth and the DevelopMentor Program. Targeted attendees are county, city and township officials;
- The Chamber and EDC are working on melding their strategic plans – specifically in relation to government relations and economic development and how the two are directly linked – for example – tourism funding, broadband deployment, and access to capital for businesses;
- On April 30th Chamber and EDC leadership will be heading to Lansing in support of four regional businesses who will receive the “Michigan 50 Business to Watch” Award. The businesses are Alfie, Northern Design, Springfield Roofing and Opti Temp;

- The EDC's contract with the City of Traverse City for economic development services is still under negotiation. Chamber and EDC leadership have had positive meetings with City Manager Ben Bifoss. It does appear the City is leaning towards hiring a Community Development Director to focus on community oriented economic development issues. The City's fiscal year is July 1 – June 30 and the City has paid for services through June 30, 2009. After that, the amount could be reduced by \$40,000 which is what the EDC pays for a contractor to focus on the middle core of the City. If that happens the EDC would no longer maintain that contractor.

Regional Business Index – Mary Gillett reported the Regional Business Index is going well. Participants have until the 20th of every month to submit their numbers. She added that about ½ have not responded with current financial data and that for the first time around, this is not a big surprise. They will be following up, with EDC staff assistance, with those participants who have not responded to be sure they get their numbers in. The RBI first quarter results are expected to be released in early to mid-May.

Next Meeting Date – Friday, May 8, 8:00 a.m. at the Chamber.

The meeting was adjourned at 9:08 a.m.

Conflict Resolution Services, Inc. – Presentation to Small Business Council on 4/17/09

The Chamber believes businesses in the Traverse City area need an efficient, cost-effective means of resolving disputes other than taking them through a lengthy and expensive legal process or allowing them to fester. To assist businesses in the Traverse City area to find an efficient, cost-effective way of resolving disputes, it is considering a partnership with Conflict Resolution Services, Inc. (CRS). CRS is a local non-profit organization that provides mediation training and services

“Mediation” is an alternative dispute resolution process that is designed to resolve legal disputes without involving the court system. A “mediator” is a state-certified, trained neutral who works with businesses that have a dispute to assist them in reaching a mutually agreeable resolution.

CRS has the ability and capacity to train mediators specifically in business-to-business mediation skills and to provide necessary administrative services. CRS and the Chamber desire to join together to make business-to-business mediation services available to area businesses. To be eligible to serve as a business-to-business mediator, a person must meet a series of rigid and defined qualifications standards.

On Friday, April 17th, the Chamber and CRS would like to utilize the Chamber’s Small Business Council as a focus group to discuss the following:

- Would such a collaboration provide a benefit for small business?
- What are typical types of business-to-business areas of conflict that might be well-served by such a program?
- As existing and new mediators are trained as business-to-business mediators, what specific components would be most useful to include in the training to best assist small business owners and operators?
- What are the best ways to inform and educate small businesses about the relative advantages of mediation and this proposed new program, should it be approved by the Chamber’s Board of Directors?
- Other areas of interest or concern?

Jennifer Kowal, executive director of CRS, and local attorney, mediator, and CRS Board member, Barbara Budros, will be at the Chamber Small Business Council meeting to discuss the proposed collaboration and ask these and other questions.



NOTES: April 17, 2009 - 7:30 a.m.
Transportation Committee

Present: Doug Dornbos, Herb Lemcool, Jim Lively, Doug Luciani, George McBath, Matt McCauley, Bob Otwell, Rise Rasch, Peter Read, Dave Skibowski, Evan Smith, Ben Trombly, Randy Tucker, Jamie Callahan

I. Welcome and Review of Notes from January 16, 2008

Even opened the meeting and welcomed everyone and asked for a review of the Notes from the last meeting. No changes were offered.

II. Federal, State, Local Reports

Rise Rasch reported that there are some projects slated to start before Memorial Day, including M-113 in Kingsley and some paving in early May south of 14th Street. It was also mentioned that some of the direct stimulus dollars will go to work on M-88, US-131 over Manistee River, and M-72 passing lane on way to Empire.

Division Street expansion was discussed and the required public vote and whether the Chamber should be involved and take a position.

The ribbon cutting on new Boardman trail now slated for May 13th. Also, it was noted that there was no discussion on the road and bridge that is integrated into the dam on Cass Street.

Jamie reported that the legislature has been on recess for the past couple of weeks so there has been no recent legislation. All focus is on the current fiscal year deficit, with FY10 budgets on hold.

The designation of the Traverse City region being designated as an MPO was discussed.

III. Grand Vision update

Matt McCauley updated the committee on the Grand Vision project. The implementation and vision documents are closer to fruition and will be presented to the TALUS board next week.

There were 15 corridors of significance that were suggested by the consultants. They have been asked to come up with criterion to prioritize the corridors, i.e. safety, traffic flow, etc. The contract says that ten corridors would be identified, so there are five that are likely on the block. There could be consolidation of some of the current corridors on the list, as they may have duplicate, ie Munson Ave/US-31.

There was some misinformation out there on the modeling. It is closer to resolution, but a couple of outstanding issues remain.

Project is still on track by consultants as to being done by Sept 30th.
Next phase – almost done with #2, with 3, 4, and 5 remaining. Modeling is the next phase, which hinges on completion of the vision document and designation of the corridors.

Discussion on messaging followed and how important it is at this point, as public may start to connect the reports coming out with phase 2 as the final document, with the project status being misunderstood.

The phone survey is complete with results being unveiled on the 30th at the Hagerty Center for local units of government. The vision document will be unveiled at the State Theatre on May 19th.

IV. Role of Chamber as convener in Grand Vision implementation

Evan talked about all the different groups out there and how everyone has their own interests, and how someone who has less of a specific vested interest is needed to facilitate the implementation of the Grand Vision. It was suggested that the Chamber could be that entity for the transportation component of the Grand Vision. It was noted that the chamber has been very supportive of road projects in past, ie Hammond Hartman, bypass, etc, but should not detract from the Chamber's proven ability to be a convener on important business and community issues.

Doug Luciani discussed the importance of having an active role in the Grand Vision process. It is a business issue for the region and the Chamber would be conspicuously missing if they were not involved. This would be a very big commitment for the chamber and the committee's role. Doug noted the Chamber is willing to provide the necessary resources, staff, etc to ensure the process is carried out properly.

The committee would need to incorporate other groups for participation, such air, trucking, and water as a transportation mode, to encompass other segments not currently serving on the committee. How this would work and the nuts and bolts, scheduling of meetings, while still serving the primary role of the committee and advising the Chamber board on important transportation policy issues and recommendations, will evolve and still needs to be worked out.

The Chamber would serve as a trusted convener as well as business community advocate. The business community input is critical to the growth of the area and its transportation footprint.

Discussion followed. Convener is to bring implementation forward, not to debate policy A vs B.

McCauley discussed the role of a convener as part of GV and how it would work towards implementation. There are six key guiding principles – growth and investment, housing, transportation, food and farming, natural resources, and energy. The idea is to create working groups for each key area, with the thought that if each were successful then the project of the whole would succeed, as they would cross pollinate and work together, as they are not to exist in a vacuum.

Evan posed the question to the committee as to whether this committee wants to take on that role as a convener. Discussion followed. The consensus was that this is something the committee would do.

George McBath offered to work with area transportation agencies and reiterated importance of speaking with one voice to elected officials.

Evan send a memo to full committee explaining what we decided to do and invitation for participation.

V. Strategic Initiatives and Other Items

Rail legislation update: Jamie gave an update on a new approach on what legislation to amend. He has been in discussions with Jeremy Hendges in Rep. Elsenheimer's office and Ken Osborne in Jason Allen's office for consultation and will be sharing the document with them.

Dave Skibowski gave an update from Allen Brown and his projects and desire to continue to look to Traverse City for rail investment.

Other items:

The ATV legislation enacted by the state should be discussed by the committee.

Air service – pricing could cause the loss of jet service to the region.

VI. Next Meeting: The next meeting will be on Friday, May 15th, 2009, 7:30 a.m. at the chamber office.

The meeting was adjourned.