



In and Around the Resort

After another long winter, spring has finally arrived bringing the much awaited splendor and fragrance of cherry blossoms, flowers, and clean crisp air as only northern Michigan can provide! Our beach looks as good as it ever has with the bay waters down another 10 inches since last year. Traverse City is continuing to grow, many new hotels (at least 5), are now being planned to break ground sometime this year. We have a new Chick-fil-A, and numerous other restaurants, bars, and micro-breweries now being opened, or re-opened throughout the city. We have 2 new round-a-bouts being implemented, and 3 bridges being fixed this summer. Next spring the Grandview Parkway, along with Munson Avenue will be re-constructed from Garfield to Division and will cause a quagmire of traffic chaos for the entire area until completion of this much needed improvement.

We have finally completed our

in this issue

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enclosed walkway project! Our entire resort is now protected with a fire suppression, (sprinkler system). Our room refurbishment will continue in the fall, we just re-painted and re-carpeted 22 rooms and added furnishings and fixtures to 13 rooms. We will be adding new carpet tiles to the west end patio decks on the second and third floors. I would like to thank everyone for your patience, and co-operation for the past 6 years while we made these major improvements! Congratulations to our recently elected Board Members: Jennifer Lapointe, Bill Adams, and Judy Herrick. They will each serve a three-year term. Jane Carpenter was appointed by the Board to fill in the remaining two-year term which was vacated by Richard Vahlbusch (who resigned due to health issues). We appreciate the many years of service from Mr. Vahlbusch and wish him well with his health. This year we will have three openings on the board, if you are in good standing, and own at least one week, and are interested in serving on the board, please find the candidate application in this issue and return it by September 30th.

Our Cherry Festival and Film Festival will continue this year after a two year hiatus due to Covid -19. Hopefully, we will return to a new normal soon! Congratulations to our fantastic employees who have gotten us through one of the toughest times in modern history. Covid-19, along with the constant pressure of putting up with construction dust, hammering, and drilling of walls while we implemented the fire suppres-

sion system was indeed a most difficult time for all involved. Thanks for handling the adversity crew, the end results were worth it! Especially notable for providing exceptional service were our two employees of the year: Bridget Orr, Front Office Manager, and Dottie Weber, Executive Housekeeper were instrumental in keeping everything operating as smoothly as humanly possible! Also honored as Employee's of the Month were: Oct-Jason Sawyer, Houseperson, Nov.-Stephanie Rice, GSR, Dec-Diane Rock, Room Attendant, Jan-Shelly Hardy, Feb-Kim Kroupa, Night Mgr. March-Pat Bleisch, Room Attendant, Apr-Bridget Orr, Front Office Mgr. and May-Stephanie Rice, GSR.

Thanks everyone for your fabulous work effort and great attitudes!

Gary J. Thaxton
General Manager

**2022
Annual Owner's Meeting**
You are invited to attend on
SATURDAY
November 19, 2022
at 11:00 AM

<p>WANT TO BUY</p> <p>Owner wishes to buy 2 bedroom unit Week 26-36</p> <p>Can close Immediately</p> <p>Gayle Thompson 248-534-7893</p>	<p align="center">Pinestead Reef Owners Association 2021-2022 Board of Directors</p> <table border="0"> <tr> <td></td> <td></td> <td align="right">Term Expires</td> </tr> <tr> <td>Mark Hawley</td> <td>President</td> <td align="right">2022</td> </tr> <tr> <td>Karen Kehrwecker</td> <td>Vice President</td> <td align="right">2023</td> </tr> <tr> <td>Jennifer LaPointe</td> <td>Secretary</td> <td align="right">2024</td> </tr> <tr> <td>John Beauchamp</td> <td>Treasurer</td> <td align="right">2023</td> </tr> </table>					Term Expires	Mark Hawley	President	2022	Karen Kehrwecker	Vice President	2023	Jennifer LaPointe	Secretary	2024	John Beauchamp	Treasurer	2023
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<p>FOR SALE or RENT</p> <p>Week 26 / Unit 135—2bdrm Week 27 / Unit 233—1bdrm</p> <p>FOR SALE 1992 26ft Four Winns Boat Sleeps 4, good condition Used 1 mo./year for 10-15 years</p> <p>rochelle2021@protonmail.com Or call 480-415-0000</p>	<table border="0"> <tr> <td>Joe Dombrowski</td> <td>Director</td> <td align="right">2022</td> </tr> <tr> <td>Judy Herrick</td> <td>Director</td> <td align="right">2024</td> </tr> <tr> <td>William Adams</td> <td>Director</td> <td align="right">2024</td> </tr> <tr> <td>Jane Carpenter</td> <td>Director</td> <td align="right">2023</td> </tr> <tr> <td>Mary Butcher</td> <td>Director</td> <td align="right">2022</td> </tr> </table> <p>Contact for board members is: board@pinestead.com</p>			Joe Dombrowski	Director	2022	Judy Herrick	Director	2024	William Adams	Director	2024	Jane Carpenter	Director	2023	Mary Butcher	Director	2022
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<p>FOR RENT</p> <p>For 2022 Only Week 34 / Unit 116 Two bedroom first floor Walk- out August 21-28, 2022</p> <p>Call 231-944-4400</p>	<p>Contact Us:</p> <p>Phone: 231-947-4010 or 800-968-1302</p> <p>Fax: 231-947-0255</p> <p>Email: owners@pinestead.com desk@pinestead.com</p> <p>Web: www.pinestead.com</p>	<p>SPACE FOR RENT</p> <p>Publicize your week for sale, an internal exchange request, or a service or product you have to offer.</p> <p>Ads are priced from only \$20.00. For more information contact Bridget Orr at (231) 947-4010 bridget@pinestead.com</p>																
<p>WANT TO BUY</p> <p>Looking to buy units during weeks 28-32</p> <p>FOR RENT Units available for rent during weeks 29-32</p> <p>Call Preston 734-699-0030</p>	<p>Not sure on the start date of your timeshare week? An interval calendar (through 2025) is available on our web- site in the Owner's section. www.pinestead.com</p> <p>2022—week 1 started on Sunday, January 02 2023—week 1 will start on Sunday, January 01</p> <p>You may also call the resort to confirm your week and dates or any other questions you may have. Our Front Desk is ready to assist you. 231-947-4010 ext. 0</p>																	

A ‘Normal’ Summer? Traverse City’s Full Slate of Events Begg a Few Questions

By Craig Manning / May 30, 2022

A “normal” summer.

It’s a prospect that local residents, businesses, event organizers and tourism professionals have been hoping for since COVID-19 waylaid Traverse City’s economy in 2020. 2022 might just be the year where “normal” and “summer” coalesce once more.

But after two years of safety protocols, depressed travel patterns, downrevenues and misplaced optimism, does a 2010 kind of “normal” even still exist for Traverse City? Below, we explore the hopes and dreams of summer 2022.

1. How much ground is left to make up?

A year ago, the question was whether 2021 would prove to be the biggest tourism season in Traverse City’s history. The reality was a little less rosy than the expectations.

The arrival of the delta variant in the second half of summer 2021 put an end to any “pandemic is over” talk. The Cherry Festival only came back at partial strength (sans key staples like the Cherry Royale Parade and the air show), while other top tourism events—such as the Bayshore Marathon and the Traverse City Film Festival -took a second consecutive year off.”Last year was a decent year,” says Trevor Tkach, president and CEO of Traverse City Tourism. “We did not get back to 2019 level occupancy levels for the hotels in Grand Traverse County. But it was definitely much better than 2020. We were off by more than 25 percent [in 2020]. Overall occupancy

occupancy for last year was still down 9.1 percent compared to 2019.”

Tkach expects occupancy number and overall tourist activity will continue to rebound this year, but he’s hesitant to predict a full rejuvenation. Certain variables, he says—such as gas prices, inflation and workforce shortages— are limiting Traverse City’s rebound.

While those obstacles could indeed get in the way of Traverse City making up the 10-percent gap it still needs to clear in order to get back to 2019 tourism numbers, there are big positive notes, too. The biggest one? The full return of Traverse City’s festival and event slate.

Where last summer only had a partial lineup, this summer’s calendar looks a lot more normal. The Bayshore Marathon marked a grand return over the weekend by drawing thousands of runner to Old Mission Peninsula. Interlochen Arts Center is back to a full concert schedule this summer after a truncated August and September slate last year. The Traverse City Film Festival is schedule for July 26-31. And the National Cherry Festival will restore all of its biggest traditions in July, including an air show featuring the Blue Angels, a big parade on Front Street and concerts at the Open Space.

Read the full article at www.traverseticker.com

This is an excerpt from a larger story that appears in the June issue of the Traverse City Business News, available to subscribers and on newsstands Wednesday, June 01, 2022

NATIONAL CHERRY FESTIVAL

JULY 2-9, 2022

Air show with the Blue Angels
2nd & 3rd a 1:00 PM
Concerts : Sheryl Crow, Dwight Yoakam, Collective Soul, Nelly, Jim Gaffigan, ZZ Top, Boyyz II Men and more!
cherryfestival.org

GREAT LAKES EQUESTRIAN FESTIVAL

JUNE 9-SEPT. 19

Visit traversehorseshow.com for more information

TRAVERSE CITY FILM FESTIVAL

JULY 26-31

traversecityfilmfest.org

INTERLOCHEN CENTER FOR THE ARTS SUMMER CONCERT SERIES

JUNE 20-AUGUST 17

Bruce Hornsby, Darius Rucker, Jeremy Camp, Air Supply, Buddy Guy, Bonnie Raitt, Brothers Osborne, Boz Scaggs and more!
interlochen.org

TRAVERSE CITY PIT SPITERS BASEBALL

MAY-AUGUST

Visit northwoodsleague.com for home games

PARALLEL 45 THEATRE FESTIVAL

JUNE 30-JULY 31

Civic Center Amphitheatre
Cabaret, The Crucible and Alice: A Rock Musical
Tickets available at parallel45.org

Reflections from the Reef

Pinestead Reef Resort
1265 U.S. 31 North
Traverse City, MI 49686