



A G E N D A

Date/Time: Thursday, January 18 (3:30-5:00pm)
Prince Conference Center
1800 E. Beltline SE, Grand Rapids

Once you pull onto campus on the east side of the East Beltline, follow the directional signs to the "Conference Center" – there is plenty of parking out front and our meeting will be in the Board Room.

MISSION

Our mission is to provide Kent County hospitality related businesses an opportunity to meet professionally with a common interest to better serve our industry and community while furthering the overall tourism landscape of our region.

DISCUSSION ITEMS

Welcome & Introductions: Katrina Peterson – KCHA President

Approval of October 2017 Minutes

Approval of 2017 Year End Financial Report

Special Guests:

- Dave Lorenz – Travel Michigan (Looking Ahead to 2018 – Pure Michigan Tourism Conference)
- Meahgan Pear & Kim Richardson - YWCA West Central Michigan (TraffickCam Project)

Vote for 2018 Board of Directors (active lodging members only; one vote per property)

Monthly Reports

- Experience Pink
- Golf Outing
- Experience Grand Rapids
- West Michigan Sports Commission
- Certified Tourism Ambassador (CTA)
- West Michigan Tourist Association
- Women in Lodging
- Michigan Cares for Tourism
- Grand Valley State University
- Ferris State University

Upcoming Meetings & Events (2018 Meeting Schedule Printed Separately)

- February 16 (FRI) (3:30pm) – KCHA Monthly Meeting (Location TBD) followed by Pink the Pins Fundraiser (5:30pm) @ Wengers.
- March 15 (3:30) – Monthly Meeting
- March 27-29 – Pure Michigan Governor's Conference on Tourism (Grand Rapids)

Round Table Discussion

Adjournment

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