



## MINUTES

**Date/Time: Thursday, April 18th (3:30-5:00pm)**  
**ArtPrize Headquarters-41 Sheldon Blvd. SE**

### **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: Kyle Holst – KCH President

Approval of March 2019 Minutes-1st-Brad 2nd- Jane

Approval of March 2019 Financials-1<sup>st</sup>-Jane .2nd-Liz

Topic of Discussion: Project One 2019-Janell Woods, ArtPrize Communications Manager-Project 1 September 7-October 27

- Differs from ArtPrize-ArtPrize will become bi annual-project 1 2019 and 2 will be 2022
- What is project 1-not a competition switching to a commission model
- 5 Artist will participate over 7 weeks around the city special event volunteer opportunities and events
- Artist that are world class will draw national spotlight
- Showcase works that are cutting edge
- Collaborate with artists to engage visitors in different ways
- Generate conversations about belonging to our city
- Positions the city as an epicenter for art innovation

### **Differences ArtPrize vs project 1**

- 7 weeks vs 2.5
- World class artist vs open call
- Grand scale vs. quantity
- Active participation vs voting
- Intentional sitting vs preset boundaries.
- Commission vs competition

### **Common pillars**

- City as a canvas for art exploration
- Mint the next generation of art lover
- Contribute to the cultural & economic impact to the city
- Community catalyst for participation

### **Artists**

- Amanda Browder-Brooklyn new York works with material wrapping buildings
- Heather Hart also Brooklyn sculptures of roof tops Interactive and stages for performances
- Rafael Lozano-Hemmer Montreal CA Light and technology transforming architecture
- Paul Amenta & ted Lott local artists Paul Ramp structure/sculpture hybrid structure
- Olalekan Jeyifous Nigerian artist located in NY Architect -large sculpture

## Additional Information

- 8 Saturday signature events:
- Project.artprize.org
- Announcement soon on where the projects will be going
- Sign up e-newsletter for ongoing details
- Project 1 blog
- Volunteer opportunities
- Merchandise again
- Free guides-couple weeks prior to beginning of project 1
- Experience GR has new brochures with updated info
- August 15 Kids Food Basket ArtPrize possibly drop brochures off for everyone
- Not sure what to expect as far as attendance goes for Project 1
- Like first year of ArtPrize no one really knows the impact.
- Ancillary Art exhibits happening at the same time different from ArtPrize
- Not the same but still a canvas for more artistic events
- All outside
- Hoping project one Enhances events that are already happening around GR
- Help encourage creativity around the city

## Monthly Reports

### Experience Grand Rapids

Toast of the Town Event-4/23

Cider Week

Restaurant Week

### Certified Tourism Ambassador (CTA)

Active shooter training at city flats next Tuesday

City sneak peek coming up

Property size 150 higher 10 free then \$10 each

Under 150 5 free and \$10 each after

Need 15 for a class

### Grand Rapids Diversity & Inclusion

Diversity adversity committee

Talent attraction initiative

Possibly looking to revamp the program

Hotels that would like to be part of a focus group brainstorming on how to bring value to hotels and community

Possibly bringing in students for internships in the summer

Retention

Partnering with the national society of minorities in hospitality

### West Michigan Tourist Association

Light house maps now out

Planning another media trip to Milwaukee may 1<sup>st</sup>

Chicago may 2 & 3 event at union station

Reception at embassy suites on the 29th

### West Michigan Sports Commission-No report

### Michigan Cares for Tourism

registrations is open Kcha sponsor can get \$50 off make sure to mention you are a member is you show up you will be reimbursed if you show up and work

300 volunteers needed

Hotels on the peninsula being held and tc just not sure which ones

## Women in Leadership-Grand Rapids

Wine down Event on May 3<sup>rd</sup> at the Embassy Suites-yoga

May 20<sup>th</sup> swing event golf lessons 10am -2pm lunch and speaker stonewater cc

Grand Valley State University-No report.

## Ferris State University

Winding down the semester working on intern placement

Any needs place on their website etc

Working hard to place students as soon as need is known

FSU will be where the next career fair date to be determined

Soft skills is the topic

Michigan Hospitality Educators Alliance-No report.

## Experience Pink-

Board to meet to decide if this is something we want to move forward with or not continue to do.

Participation has continued to be less and less.

## Golf Outing-

6/10 Sunnybrook

2 possibly 3 sponsors already

registration is now open for teams/ sponsors

Committee already met last week. Don't procrastinate. Donations swap things out

## Upcoming Meetings & Events (2019 Meeting Schedule Printed Separately)

- May 14 – Michigan Restaurant & Lodging Association Legislative Day
- May 16 – KCHA Monthly Meeting @ Embassy Suites Downtown (w/ Happy Hour following at Big E's)
- May 21 – West Michigan Sports Commission Luncheon @ JW Marriott
- June 10 – Golf Outing @ Sunnybrook Country Club
- No Meeting July. August 15<sup>th</sup> Kid's Food Basket whole afternoon of activities scheduled 12:00pm-3:00pm

Short on Employees throughout the city for new hotels. May want to form a committee on issue and how to combat.

What can we do to help market or work with community partners and how to tap into resources, training etc.

Email Dianna with any ideas on how we can get ahead of this and getting involved.

Jane brought up that the Amway is partnering with Habitat for Humanity donating used goods during renovation. We should help support our community partners when we can.

## Adjournment-4:24pm

1<sup>st</sup>-Jane

2<sup>nd</sup>-Liz

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