



MINUTES

Date/Time: Thursday, January 17 (3:30-5:00pm)
DoubleTree Hotel – 4747 28th Street 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: Ross Bartlett – KCHA Vice President

Approval of October 2018 Minutes – 1ST: Jane 2nd Rachel

Approval of 2018 Year End Financial Report – 1st Jane 2nd Brad

Special Guests:

- Dave Lorenz – Travel Michigan (Looking Ahead to 2019 – Pure Michigan Tourism Conference)
 - Federal shutdown affecting travel to the tune of 150 million dollars per day. Call on congress to end the shutdown.
 - 2018 was a record travel year, the snow related industries in the UP have done well.
 - Working to drive business to GR hotels.
 - Mew 2019 marketing plan:
 - Still utilizing pure Michigan.
 - Digital media is a focus to target millennial age group.
 - Detroit's revamp is drawing attention from new travelers to the state.
 - 3/5 to 3/7 is the state travel conference. Diversity in presentation and topics as well as extended networking time.
 - Internationally Michigan is very popular with Canadian travelers.
 - Travel Michigan Website
 - Top travel website
 - To add your property: scroll to the bottom of the landing page, click travel industry, click add your property.
 - Spring/Summer travel guide will be available in March
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- Justin Winslow – Michigan Restaurant & Lodging Association
 - Contact MRLA for the slideshow presented at KCHA
 - April 1st is the merger date
 - Expo for restaurant association October 15th and 16th
 - Touch base with Julie to be added to the email list early.

Vote for 2019 Board of Directors (active lodging members only; one vote per property) – **POSTPONED TO FEBRUARY MEETING** not enough applicants

Monthly Reports

- Experience Grand Rapids – Partnering with pure mi as well as digital. New visitor guides can be

ordered. 2nd guide will come out in a few months with the Project 1 information included. 4/23 – toast the town.

- Certified Tourism Ambassador (CTA) – training schedule is done & available. Trying to make it easier to get staff trained & reduce cost.
- West Michigan Sports Commission – Angie: Went to Indy to speak with Horizon League for basketball, Jamie will be sending the leads out. Event calendar for 2019 has been updated. Contact Angie if you have extra rooms for tournament dates.
- Grand Rapids Diversity & Inclusion
- West Michigan Tourist Association – Every AAA

travel office in MI,IL,OH has the guides.

- Women in Leadership-Grand Rapids
- Grand Valley State University - Hosting 2/5 networking event for students and employers to connect.
- Ferris State University - Interenship week is 2/18 to 2/22. 20 students are working the X-Games this year.
- Michigan Hospitality Educators Alliance
- Experience Pink
- Golf Outing – June 3rd – Stonewater

Upcoming Meetings & Events (2019 Meeting Schedule Printed Separately)

- February – Experience Pink
- February 15 - March 15 – Beer Month GR
- March 5-7 – Pure Michigan Governor's Conference on Tourism (Traverse City)
- March 15 – Experience Pink Game with Grand Rapids Drive

Round Table Discussion

Adjournment – 1st Jane, 2nd Rachel

Kent County Hospitality Association

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