



Meeting Minutes

Date/Time: Thursday, January 16 (3:30-5:00pm)
Prince Conference Center at Calvin University
1800 E Beltline Ave SE, Grand Rapids, MI 49546

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, KCHA President

Approval of October 2019 Minutes -John/Lisa

Approval of 2019 Year End Financial Report - Diana/Elizabeth

Approval of Bylaw Changes (active lodging members only; one vote per property)-Kyle/Jen C. PASSED

Vote for 2020 Board of Directors (President & Secretary): President: Kyle Holst and Secretary: Will Korn

Monthly Reports

- Experience Grand Rapids
 - Visitor guide complete and delivered to properties. Job openings VP Sales & Service
 - Sales Event position. Updating Beer packages on website currently email blast happening in February. Beer Fest UBER code available for \$20 vouchers no shuttle this year. You can still sign up.
- Certified Tourism Ambassador (CTA)
 - Upcoming classes 5/20 and 10/14 openings still available. These dates are still available to host a class: 7/14, 8/19, and 9/16. If you would like to host one of these dates, please reach out to Lisa. Trainings- Active Shooter training is a great one to attend.
- Grand Rapids Diversity & Inclusion
 - Academy of Hospitality & Tourism finishing up first semester. There will be a kick-off meeting for 2nd semester with mentors/volunteers invited to go into classrooms; more information to come. Participation is welcome. Survey still needs to be sent out.
 - Employee branding campaigns is there a group that is interested in a branding campaign at your properties for hospitality industry?
 - Is there a way that we can help shift focus and bring awareness to the hospitality industry and retention of employees? The Governor's Conference has added sessions on this topic
- West Michigan Sports Commission
 - No report.
- West Michigan Tourist Association
 - Travel Guides are the at printers and should be done next week. Trade Show season coming up. Reception 1/27 from 4:30-6 in Muskegon Sports Complex.
- Women in Hospitality Leadership-Grand Rapids
 - Free event coming up late January at Hyatt Place will focus on setting goals 2020. Only charge will be for parking. Let Elizabeth know if you would like more details. Although free please sign up.
- Grand Valley State University
 - Hired new faculty member from Orlando. Networking Event on 2/4.
 - MI Cares collecting supplies at Governor's Conference Ronald McDonald House also in charge of Silent Auction if you have anything to donate please let Jane or Paul Stansbie.

- MI Cares is having a silent auction at the Governor's Conference. Please let Jane or Paul Stansbie know if you have donations.
- A collection of supplies for Ronald McDonald House will also be available at Governor's Conference.
- Ferris State University
 - X Game crew going out west next week. Scholarship will be announced at Governor's Conference. Event with KCHA & FSU in April Human Trafficking.
- MRLA
 - "Serve Safe" in GR 2/4. MRLA conference in October. Financing a study currently on wages.
 - Pure MI funding in limbo back in legislature; currently disagreement on amount.
 - Make a difference with call to action emails. Please try to send one. Need something to happen by the end of the month/beginning of Feb. Forward link to as many people as possible.
- Golf Outing
 - Committee needs to be created. If you are interested, please let Kyle know.
 - Flyer went out; link was included please sign up.

Upcoming Meetings & Events

- January 17 – DEADLINE to use KCHA2020 Promo Code for Pure Michigan Conference Registration
- January 18-February 16 – World of Winter Festival
- January 22 – CTA Class @ Frederik Meijer Gardens (1-5pm)
- January 30 – WIHL-GR Goat Getters 2020 at Hyatt Place (3:30-5pm)
- February 11 – CTA Cultural Diversity Training @ City Flats (9-10:30am)
- February 14-16 – Valent-ICE
- February 15-March 15 – Grand Rapids Beer Month
- February 18-20 – Pure Michigan Governor's Conference on Tourism (Grand Rapids)
- February – No KCHA Meeting (Due to Annual Conference earlier in the week)
- February 26 – CTA Class @ Amway Corp (1-5pm)
- March 3 – CTA Disability Decorum Training @ City Flats (9-10:30am)
- March 5 – CTA Class @ Wyndham Airport (1-5pm)
- March 19 – KCHA Monthly Meeting (Location TBD)

Round Table Discussion

- Future locations-finalizing calendar
- Pass along any speaker ideas to Dianna
- Thank you to the Board. Please volunteer for committees.

Adjournment - Kristy/Elizabeth

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www.KentCountyHospitality.org