



# KENT COUNTY Hospitality Association

KCHA Annual Meeting - Meeting Minutes

Thursday, January 21<sup>st</sup>, at 3:30pm

Via Zoom

## DISCUSSION ITEMS

Welcome & Introductions: Kyle Holst, KCHA President:

Here we are in 2021! Welcome! We hope things begin to turnaround, thank you for coming out today. I am the president of the KCHA and GM of Hampton Inn Downtown GR.

Approval of November 2021 Minutes:

No comments

\*Approved\*

Approval of 2021 Year End Financial Report:

We were sitting in a better position last year financially; we're budgeted about 50%. Bank Statement is about under 3K now. Any opportunities to get people to pay their fees is awesome, we are in a tight space financially right now. We have invoiced 100 members, we have payments from 18.

Kyle Holst - a lot of turnover, we'll be reducing our spending so we can continue with the organization. Hopefully 4000 going into the bank this week.

J. Lagazo - Inquired about printed data, D. Kessler confirmed we have this data at meetings but not floating around via email.

K. Holst - really looking to bring back that value to KCHA in 2021 through speakers and such. We just aren't sure when we are going to be able to meet in person and whatnot.

\*Approved\*

KCHA in 2021 - Kyle Holst, KCHA President

K. Holst - really looking to bring back that value to KCHA in 2021 through speakers and such. We just aren't sure when we are going to be able to meet in person and whatnot.

Roundtable

D. Stampfler - getting members discount to send members to tourism conference in Detroit, having that giveback option, reach out if your interested in serving committee for golf outing

K. Holst - golf outing spot is secured in June

K. Holst - next big day for us is February 1<sup>st</sup> for opening restaurants, and chamber has grant available for those impacted by partial shutdown

## COVID-19 and the Local Hospitality Industry Updates

\*No new reports\*

### Monthly Reports

#### Experience Grand Rapids:

- 1) upcoming marketing hotel opportunities, partnering with edeals with pure Michigan in March/ April, buy one night get the next 25%, in May get two night, get a free culture pass. Sent out info to GMs but please let us know if you have any questions
- 2) partnering with pure Michigan again with marketing
- 3) will be sending invoices in February, waived invoices 2020

#### Grand Rapids Diversity & Inclusion

\*absent\*

#### West Michigan Sports Commission

- 1) USA hockey and swimming followed up with questions, good news! 6 clients signed up for virtual tour 2) gazelle girl moved to virtual event in April.
- 3) WM football classic moved to feb 19-21
- 4) Big bear cancelled all events, hoping for February again
- 5) USA hockey nationals is now april 27<sup>th</sup> to may 3<sup>rd</sup>. Was set for march
- 6) Lighthouse tour is part of mi sports alliance

#### Comments:

K. Holst: asked if we are seeing influx of events? She is seeing more delays or pushing season back.

#### West Michigan Tourist Association

- 1) Coming up to print deadline for care free travel guide due for march.
- 2) Normally this time of year we would be at travel shows, so pivoting to virtual travel show with an eblast to those attending those shows in the past.
- 3) Working hard on camping virtual show to be promoted on their site, etc. getting info out who would have visited their booth, something new, hopefully getting in front the people they would be seeing.

#### Women in Hospitality Leadership-Grand Rapids

- 1) No events planned, watching the restrictions closely so we can hold coffee event or happy hour.
- 2) When things do come up it will be on the FB page

#### Grand Valley State University

- 1) late start with cancelled SB.
- 2) Lots of kids are all online, campus is deserted.

- 3) Networking event many have done for the past couple years,
- 4) Amanda is working on that still in March April. Hope people will need summer interns!

Ferris State University

\*absent\*

Michigan Hospitality Educators Alliance

\*Absent\*

Michigan Cares for Tourism

- 1) Is working on something for 21 in the fall.
- 2) Would like to do one day events in different spots across the state. Planning those now with social distancing and protocols in place so we can move forward.
- 3) Big announcements revealing in a few weeks. 30 days of giving in fall. 9 different events during those 30 days. National tourism week they will take registration for those events.

#### Upcoming Meetings & Events

Dave Lorenz Joins:

- 1) working us travel association – bad news, Canadian border will not be open any time soon. What was open on our end is shutting down. Continue to advocate. Doesn't think we will see Europeans until this summer.
- 2) Domestically currently marketing for this winter, IL folks are still advocating against traveling in Michigan. Regional campaign as oppose to national due to budget.
- 3) Good news – tourism conference is coming back this year. Safe in person travel conference in first week in November at motor city casino. 500 max. need to provide a really great conference.

#### 2021 Meeting Schedule Attached

Hoping for February meeting to be in person!

#### Round Table Discussion

Other great news:

- 1) Art prize will be back! For three weeks
- 2) Numbers for Michigan for covid is below 4%, lowest since October 15<sup>th</sup>.

Adjournment

\*Adjourned\*