



MINUTES

**Date/Time: Thursday, March 21 (3:30-5:00pm)
Grand Rapids Brewing Company**

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 February 2019 Minutes-1st-Elizabeth 2nd- Rachel

Approval of February 2019 Financials-1st-Rachel . 2nd-Elizabeth

Topic of Discussion: Respect & Anti-Harassment in the Hospitality Industry w/ Ellen Winterburn, VP of Human Resources at BaryFly Ventures

- Ellen explained what Barfly Ventures is.
- Respect & Harassment campaign started by talking to Mike at GVSU about treatment of Employees.
- Harassment is a huge issue not only in Hospitality, but the work force in general.
- Ellen began a training program for the MIT's (Manager in Training) for Hop Cat.
- Collectively as a community we need to develop this issue.
- This collective effort needs to help get the message out around GR.
- What is the best way to get the message out? This part of the campaign is still in process.
- Need people to buy into this grass roots effort.
- Need people to get involved.
- This is just not an issue in GR, but around the state.
- Not just about sexual harassment, but any type of harassment.
- Some organizations that have committed to helping as a collective are: GVSU/GRCC/AHC/GFS/Gilmore Collection.
- Once this campaign is more formalized they will let us know how KCHA can help and to get involved.
- Group met to look at harassment from not only the Management perspective but from the employee perspective.
- Focus on the behavior they wanted not on the behavior happening.
- RESPECT became the name of the Group. The Group did reach out to the BE NICE campaign.
- GVSU Class is doing research focused on tipped employees between the ages of 20-25.
- They will be presenting next month on April 17th on the campus of GVSU.

Monthly Reports

Experience Grand Rapids-Letter out to DOS's about new partner tool kit for social media -images etc. This updated tool kit is also available online. Hiring in process for new interns. Deadline Sunday, March 24th. There is a program for Outdoor Rec through Experience GR.

Certified Tourism Ambassador (CTA)-New pamphlet coming out at the end of April with welcome centers, CTA info etc. Over 4,000 CTAs. Adding BE NICE campaign to training. Navigating the Rapid also available. Hotels with 150+ rooms receive 10 free trainings and each attendee is \$10 per person after that. Under 150 rooms 5 free trainings and \$10 per person after that. Register online and hit pay by check.

Grand Rapids Diversity & Inclusion-No Report.

West Michigan Tourist Association-Pure MI

Governor's Conference was a fantastic and a great success. WMTA contributed to the Panel

Discussions. Quarterly reception happening on 4/29 at the end of the Embassy Suites. Looking for Public Relations Manager ASAP.

West Michigan Sports Commission-No report

Michigan Cares for Tourism-Hotel info for September Event coming next month. Fifty dollar reimbursement available to all members. Register online and use KCHA as your middle

Women in Leadership-Grand Rapids-Still working with Check in Michigan on change over.

Golf Clinic at Stonewater on 5/20 with lunch and a speaker.

Event on June 4th at the JW. Details will be announced on FB.

Grand Valley State University-Senior Honors event coming up clean up GVSU Campus. Targeting students/alumni.

Students helping with events at the Cannes Film Festival and there will be a group of students heading to Costa Rica.

Ferris State University-Internship week was a success diligently working on getting interns placed. MI Career Fair coming up will be reaching out to KCHA members to get involved. Possibly being held in Big Rapids. This is yet to be determined. There is a FSU class being held on GR campus for Guest Service from 6pm-9pm.

Michigan Hospitality Educators Alliance-No report.

Experience Pink-Grand Rapids Drive game made: \$150. New Board will be looking at what our focus will be for 2019.

Golf Outing-Date being changed to June 10th at Sunnybrook. Changed due to MRLA Golf Outing on June 3rd. Committee Members needed. Caddy Shack best dressed award once again. Online registration will open next month. Sponsors, Teams & Prizes needed.

Upcoming Meetings & Events (2019 Meeting Schedule Printed Separately)

- April 18 – KCHA Monthly Meeting @ ArtPrize Offices (Theater – 41 Sheldon Blvd, SE)
- April 23 – Experience Grand Rapids – Toast of the Town @ JW Marriott
- 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 3 – Golf Outing @ Stonewater Country Club

Thank you to Belfour for covering the beverages & Popcorn.

Adjournment-4:12pm

Kent County Hospitality Association

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