



Meeting Minutes

Date/Time: Thursday, November 19 (3:30-5pm)

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: Elizabeth Naber, KCHA Vice President – Kyle Holst, KCHA President excused

Approval of October 2020 Minutes – Melissa Greko & Ed Wilson

Approval of November 2020 Financial Report – Melissa Greko & Ed Wilson

KCHA in 2021 – Kyle Holst, KCHA President

- KCHA Board of Directors (Kyle Holst, President – Elizabeth Naber, Vice President – Doug Kessler, Treasurer) to remain in seats through 2021
- Will Korn, Secretary to step down from his board seat in 2021 due to a career change outside of the hospitality industry

COVID-19 and the Local Hospitality Industry Updates

- 20 Monroe Live and The B.O.B. are for sale – <https://mibiz.com/sections/real-estate-development/owners-list-20-monroe-live-property-for-16-5m>
- 3-week COVID pause: no meetings and indoor dining closed
- Ask questions through the KCHA Facebook page – <https://www.facebook.com/groups/KentCountyHospitality>
- Studio C Pop-Up Drive-Ins are still available at Celebration Cinema North – <https://celebrationcinema.com/events-series/detail/Pop-Up-Drive-In>

Ronald McDonald House Donations – Mallory Brouwer

- The KCHA Holiday Party is cancelled, so please support the Ronald McDonald House with donations
- Refer to the “Wish List” Word Doc in the KCHA Facebook group or connect with Dianna Stampfler for a copy
- <https://rmhwesternmichigan.org>

Monthly Reports

- Experience Grand Rapids
 - 2 virtual FAMs hosted so far with 60 total national clients
 - Additional virtual FAMs are scheduled for December and January
 - Virtual tradeshow are being attended to maintain relationships and build pipeline
 - No 2021 visitor guide, but 2020 visitor guides are still available
 - Kent County Small Business Recovery Program – <https://www.grandrapids.org/kent-county-small-business-recovery-program/>
 - Reach out if you have updated business information like winter social zone updates
- Grand Rapids Diversity & Inclusion – N/A
- West Michigan Sports Commission
 - December events cancelled: Gymnastics on the Grand and Hockey
 - MHSAA Swimming might be rescheduled
 - 2021 RFPs should be positive

- West Michigan Tourist Association – N/A
- Women in Hospitality Leadership-Grand Rapids
 - Hold on events until 2021
 - Board to meet in January to discuss 2021 and plan cost-effective events
- Grand Valley State University
 - Classes are remote
 - January 19 late start for spring semester, with no spring break
 - Planning on in person, face-to-face for fall 2021
- Ferris State University – N/A
- Michigan Hospitality Educators Alliance – N/A
- Michigan Cares for Tourism
 - Send 2021 volunteer ideas to Patty Janes at janesp@gvsu.edu
 - “Michigan Giving Edition” about how COVID has impacted tourism
 - 100 volunteers helped with Adopt a Forest in September

Upcoming Meetings & Events

- 2021 Meeting Schedule – tentatively planned for Zoom

Round Table Discussion

- Update contact info with Google Doc – https://docs.google.com/spreadsheets/d/14j_CPkjX9rWx_hXwOI2XONzhfcL84QCQGQf1DR5fVo/edit#gid=0
- Experience Grand Rapids’ Hotel Advisory Board is seeking new candidates and anyone interested should connect with Ed Wilson
 - Hotel GMs
 - 1 position open and recommendations for future seats needed

Adjournment – Melissa Greko & Ed Wilson

Kent County Hospitality Association
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www.KentCountyHospitality.org

www.facebook.com/groups/KentCountyHospitality