



Meeting Minutes

Date/Time: Thursday, October 17 (3:30-5:00pm)
Frederik Meijer Gardens

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-Working on non-profit status. This should be in place by the end of November. Today's meeting is about generating ideas for using funds and brainstorming in what direction everyone would like to see KCHA go.

Approval of September 2019 Minutes-1stBrad 2nd Rachel

Approval of September 2019 Financials-1st Donna 2nd Brad

Topic of Discussion: 2020 Association Goals & Objectives-

Training –CPR/AED classes.

Volunteer Opportunities. Finding Organizations that we can partner with to help make a difference.

Invest in updating the website to showcase what's available-job board, training opportunities, help to move the organization in different directions. Make the website a better place to share information.

Partner more with the Ottawa Hills Program. Not just funds needed for this but for people within the industry to get involved. GVSU can help connect us with the right people to help make this opportunity happen. Potential Scholarships?? Possibly develop curriculum where we can help get the students involved focusing on upper management opportunities in the future not just line level jobs. How can we help mentor these students to possibly help maintain them as employees?

FSU Human Trafficking conference is coming back to downtown GR in the Spring of 2020. Need a place to hold the event and to find presenters great place for KCHA to get involved with this issue.

Continue to help students attend the Pure Michigan Governor's Conference with Financial Aid.

Sponsorships for MI Cares for Tourism. Help foster networking skills.

Work with MI Works on Job Skill development.

Sponsor for students for WIL event.

Build line item in Budget to allow us to allocate funds as necessary.

Great Lakes Hospitality Conference sponsorship next year in Novi.

Incentivize to encourage more people to do Apprenticeship in conjunction with MLRA.

Marketing to our partners to get the message out about what KCHA is all about and what we have to offer. How can we get our name out there? Possibly getting more involved in the community with volunteer opportunities.

Ear mark funds specifically for marketing.

What value is therein being involved with KCHA? Come up with a plan and marketing idea for why people should join?

Get a Junior Board together that would help the Board. There would be more people to help get the message out and also give them experience. This helps spread the work and the board is not the only group working. There is lots of turnover with the Board. Having junior board members in place to step in may help alleviate some of the issues with turnover.

Possibly create committees to help support the planning etc.

Put a succession plan in place to help the organization move forward. Getting people involved with the Board and Board positions.

Recap at the Christmas Party anymore thoughts on the path the organization should take.

Incentivize existing members who bring in new members.

Monthly Reports

- Experience Grand Rapids-Document coming out soon to update information for the Visitors Guide. Wave Awards 11/21. Study released about the impact of beer on GR. It showed that \$38.5 million dollars generated last year. This is triple what it was the year before. Story was on the front page of The Business Journal.
- Certified Tourism Ambassador (CTA)-CTA renewal time. Holiday Mixer at Big E's on 11/6.
- West Michigan Sports Commission-Katy is on maternity leave until January. Jamie's position is still open. Moving to new office on 10/28.
- Grand Rapids Diversity & Inclusion-Rachel visited with 15 Ottawa Hills students. They really enjoyed it. There is a welcome reception on 11/20 to connect with community resources and leaders. Give the students a sense of belonging. Website is grandwelcome.com. Creating a survey to send out to KCHA for information and feedback. Make sure to fill it out.
- West Michigan Tourist Association-Getting 2020 guide finalized. Please make sure to fill out and update any necessary information. Partnering with Weather Metrics for camera gallery on the WMTA website. Creates a fun view of things.
- Women in Leadership-Grand Rapids-Cancelled event in October due to low interest. New opportunity to volunteer in mid November. Information will be out soon.
- Michigan Restaurant & Lodging Association-MRLA trade show wrapped up it. It was busy but successful. Make sure to send call to action email to the Governor. Link located on the KCHA FB page. Work force development funding also in jeopardy. There is a link for this as well. Thank you to KCHA for helping to donate toward the passport at the trade show. United Healthcare offering benefits at competitive rates for health insurance benefits for members with small businesses.
- Michigan Cares for Tourism-No report.
- Grand Valley State University-Already the middle of the semester. CTA just finished in the 101 class. Looking for Wine, Beer and Food Fest help. Looking for a full time Professor.
- Ferris State University-Middle of semester Career Fair still has a few booths open for November 4th. After WAVE Awards there will be an Alumni Event 5:00pm-6:30pm. Some students are involved with Comic Con and GFS Annual Meeting.
- Michigan Hospitality Educators Alliance-No report.
- Golf Outing-It will be at Sunnybrook again.

Round Table Discussion

Adjournment-4:45pm 1st-Angela 2nd Rachel

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