



Meeting Minutes

Date/Time: Thursday, October 15 (3:30-5pm)
Canopy Hotel by Hilton Downtown Grand Rapids

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 – *a live video recording is available in the KCHA Facebook group*

Welcome & Introductions: Kyle Holst, KCHA President

Approval of September 2020 Minutes – Elizabeth Naber & Ed Wilson

Approval of October 2020 Financial Report – Elizabeth Naber & Ed Wilson

COVID-19 and the Local Hospitality Industry Updates – Dave Lorenz, Travel Michigan

- Pure Michigan Travel Guidelines – <https://www.michigan.org/guidelinesfortravelers>
- Pure Michigan Pledge – <https://www.michigan.org/puremichiganpledge>
- Travel, shop, eat etc. and spend money locally
- Focus on ADA compliance
- \$15 million Pure Michigan budget as of 10/1/20
 - Spring and summer promotions
 - Regional and specific market focused
- Proposed legislation, which adds Pure Michigan funding through short-term rental assessments

Monthly Reports

- Experience Grand Rapids
 - Hosted a virtual FAM event with 20 national clients
 - Ale Trail, Food Trail and 2020 visitor guides available
 - Beer City Brewsader Passport – <https://www.experiencegr.com/things-to-do/beer-city/brewsader/>
 - 35 people per week are becoming brewsaders with 20% being local
 - Culture Pass GR (discounted) – https://visit.experiencegr.com/checkout/142/experience-grand-rapids/471/culture-pass-gr?_ga=2.84203033.1616125065.1600375920-1279609305.1599853133
 - Travel Updates – <https://www.experiencegr.com/travel-updates/>
- Certified Tourism Ambassador (CTA)
 - There are no CTA renewal requirements this year and all certifications were automatically renewed on 9/15/20
- Grand Rapids Diversity & Inclusion
 - Experience Grand Rapids was selected as a Diversity Focused Company honoree for the 13th Annual Corp! Magazine's Michigan's Solute to Diversity Conference and Awards
- West Michigan Sports Commission
 - Inaugural golf outing on 10/12/20 was successful and the 2021 golf outing is scheduled for August 23rd
 - No NCAA bids won for championships or regionals
 - 2021 Track & Field
 - Connect with Katy @ ktigchelaar@westmisports.com for USA Hockey information
- West Michigan Tourist Association
 - 2021 Travel Guide

- Partnership program with MDOT to provide television monitor messaging at welcome centers
- Women in Hospitality Leadership-Grand Rapids
 - Board meeting in September to discuss 2021 goals, events, meetings etc.
 - Facebook page activity to increase – <https://www.facebook.com/groups/WILGrandRapids>
 - 4th quarter virtual event in partnership with Emily Daunt at the Michigan Restaurant & Lodging Association
- Grand Valley State University
 - \$32 million budget deficit
 - Students are in need of internships. Hotels with job opportunities, please connect with Scott Rood at roodsc@gvsu.edu or the HTM Department
 - HTM to merge with the College of Education in the future
- Ferris State University – N/A
- Michigan Hospitality Educators Alliance – N/A
- Michigan Cares for Tourism
 - Adopt a Forest – https://michigancaresfortourism.com/wp-content/uploads/2020/08/ADOPT-a-FOREST-FAQs-FINAL-PDF.pdf?fbclid=IwAR2A1Us_YiWhC6opm4heTpRJNY984UI3wo22pafUdc8fqhi_7uVRiq303vE
 - Grand Rapids Adopt a Bed
 - Per Patty Janes – “We will be reaching out to those who participated and are looking for new volunteers to help adopt a park, not just a bed. No cost to participate this year and we provide equipment and bulbs for planting this fall and flowers for spring.”
 - Anyone who is interested, please contact Patty Janes at janesp@gvsu.edu

Upcoming Meetings & Events

- Thursday, November 19 – KCHA Membership Meeting (Location TBD)
- December TBA – KCHA Holiday Party (Location TBD)

Round Table Discussion – meeting location ideas for 2021?

Adjournment – Elizabeth Naber & Rachel Kammer

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www.KentCountyHospitality.org