



MINUTES

Date/Time: Thursday, September 20 (3:30-5:00pm)
GVSU Downtown Campus – 107C DeVos Center

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: Jenifer Cutter – KCHA President

Approval of August 2018 Minutes (with corrections) (Jane Lovett / Ross Bartlett)

Approval of August 2018 Financial Report (August ending: \$6,835.07) (Jane Lovett / Bill Scanlon)
Reimbursement for Michigan Cares for Tourism (\$50 per person). Renewal invoicing for 2019 going out in Nov.

Monthly Reports

- **Experience Grand Rapids**
Lisa Verhill – DASH route maps available; WAVE nominations due September 30 with awards presented Thursday, November 15 (KCHA \$500 sponsorship).
- **Certified Tourism Ambassador (CTA)**
Lisa Verhill – Full renewal mode...before the end of 2018; November 13 – CTA Mixer at Aisle 9 on Plainfield Avenue (must register online).
- **West Michigan Sports Commission**
Angie Cena -- Starting for the next month to put in leads for 2019 so watch for them in PartnerNet.
- **West Michigan Tourist Association**
- **Dianna Stampfler on behalf of Karen Breckon.** 1) Carefree Travel Guide for 2019: yes, already! Collecting info from properties to publish. Closes October, 160,000 copies out in January with a reach of 303,000 annually. (Combined digital version views with number of copies printed.) 2) Planning for coming calendar year; 3) Annual Meeting on October 29 and open to all (partners & non-partners) @ the Inn at Bay Harbor.
- **Women in Leadership-Grand Rapids**
Lindsay Garvis. Meeting October 26 morning coffee connection; November 1 is cocktail classes at the JW - \$50 a ticket with student discounts (for those 21+) includes a welcome cocktail, tastings and house beer / wine. Light appetizers.
- **Michigan Cares for Tourism**
Jane Lovett – 160 volunteers just returned from Copper Harbor and Fort Wilkins State Park. Record number of sponsors this year. 2019 will be in Traverse City area.
- **Michigan Hospitality Educators Alliance**
Jen Cutter – KCHA partnership with November 5 Career Fair in Grand Rapids. A couple tables still available for those who want to network with students. KCHA membership will be there to help with a welcome table; plus active sessions in the afternoon with topics of discussion (LinkedIn, resume critique, mock interviews, networking, CTA, human trafficking, etc). <https://www.mihea.org/>
- **Experience Pink**
Sara Jorgenson – Meeting held prior to this meeting today with a select number of events from February through April 2019 including bowling, fowling, glow golf, dodge ball, etc. More info coming up at the next meeting.
- **Golf Outing**
Ross Bartlett – Stonewater has a courtesy hold on Monday, June 3, 2019. The committee will meet again shortly to make a final decision on location and format.

Meeting Theme: Hospitality Education Panel

Kaky Wolfer & Amy Dorey – Ferris State University

145 majors on campus; Michigan Restaurant Association ProStart partnerships; Club Management (Golf, Tennis, Ski); growth in sports (marketing, events); lodging concentration continues to grow; fall engagement with the Hotel Advisory Board meeting and industry breakout sessions (“back to basics” – ie resume builder, interpersonal communications, core principles); changes into internship structure: ePortfolio with capstone for a working document to use post-graduation (personal branding and website building); internship job descriptions to make them more valuable to the students and encourage businesses to offer a more well-rounded experience in a collaborative effort. One major issue is dealing with awkward or conflict situations which will be a focus during internship week in the spring and also deal with lack of confidence on behalf of the students in a business setting. Personal SWAT from the student side with regard to internships. “Alternative Spring Break” in Grand Rapids hopes to grow more in 2019 to include more FSU students but also for GR to partner with MSU and GVSU. Also partnership with ESPN – winter X-Games with student involvement. Partnership with Kent Career Technical Center in Grand Rapids.

<http://ferris.edu/business/program/hospitality/>

Angela Nelson – Experience GR

Three key areas of focus: workforce development (partnership with GVSU), diversity & inclusion and community relations. Creating greater opportunities in hospitality and tourism based on a DC high school programs to advance diversity in programs for college-bound hospitality tourism. Looking at full spectrum of jobs from front-line to back of the house and management levels where there may be fewer diversity opportunities. First pathway is with high schools and Grand Rapids Public Schools (Ottawa Hills High School – Career Prep High School). National Academies Foundation – has a program for hospitality, lodging and sports recreation that provided some good background information for development of this program.

For more: https://www.mlive.com/news/grand-rapids/index.ssf/2018/08/grand_rapids_plans_career_acad.html

Discover Tourism GR: A pilot program being offered in Atlanta to explore HTM careers in historically black colleges and universities with a career exploration trip (FAM) where students will be invited back to GR to see if this is a place they want to attend college and live. This initiative will attract job candidates to GR and help diversity the local talent pool and increase minority participation in high-profile businesses.

Partnering with other organizations as well, such as National Society of Minorities in Hospitality.

Training of those who have been incarcerated in the past – working with Michigan Restaurant Association with regard to ProStart, ServeSafe and other training for hospitality jobs for future rehabilitation. This program is new and research is just starting.

November 5 reception after MiHEA career fair with students and industry professionals.

<https://www.experiencegr.com/about-grand-rapids/people/>

Michael Sciarini & Patty Janes – Grand Valley State University

Require 1,000 hours of internships; classroom engaged community-based learning for smaller hands-on education; 5 emphasis areas (meetings & events, food & beverage); students abroad; student clubs (chapters of national organizations); Camp Henry in Newaygo next year; 16 full time faculty and all are community engaged; 50 majors/minors (including adventure tourism); post jobs on the internship board; community-based education philosophy for faculty as a give-back collaboration opportunities to serve the industry (ie Michigan Cares for Tourism); learning more about the industry (scholarship). Caane’s Film Festival on the international scale.

<https://www.gvsu.edu/htm/>

Dawn Baker – ShowSpan (GR Wine, Beer & Food Festival)

The educational and experiential component of the festival is beyond just the general public – it’s tied to the hospitality education departments at FSU, GVSU and other colleges and universities in successful partnerships. Without these

programs and students, the festival could not happen. Plus, there are select internships within ShowSpan itself and also several students who have found careers as a result of relationships made from this event. This is an investment in the future of not only the students but also the companies who utilize these relationships. Helps building confidence in speaking with people and developing professionalism that takes them to the next level in their career. It can create a ripple effect down the line from pouring to professional job placement. Also "life-long" students for volunteer opportunities (ie CTAs).

www.GRWineFestival.com

Upcoming Meetings & Events

- October 18 – KCHA Monthly Meeting (Location TBD)
- October 26 – WIL Monthly Meeting
- October 29 – CTA Class
- November 15 – WAVE Awards
- November 29 – CTA Class
- December – **Holiday Party w/ Women in Leadership and Experience GR (Location TBD; Give-Back Component).**

Round Table Discussion

Adjournment

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www.KentCountyHospitality.org

Plus...join our group on Facebook!