



# Meeting Minutes

Date/Time: Thursday, September 17 (3:30-5pm) via ZOOM

## 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

Approval of August 2020 Minutes – Elizabeth Naber & Elijah Steinmetz

Approval of September 2020 Financial Report – Elizabeth Naber & Melissa Greko

COVID-19 and the Local Hospitality Industry Updates

- “Don’t Leave Michigan’s Hospitality Industry Out in the Cold” – MRLA Campaign
  - MRLA campaign landing page – <https://www.mrla.org/outinthecold.html>
  - Call To Action – [https://actnow.io/8h8O4F8?fbclid=IwAR1Jo1JxNiLUk67v3sEwEI3vwg4eEwIBb29JiL\\_Kjo3\\_1QII3kG8mnckKk](https://actnow.io/8h8O4F8?fbclid=IwAR1Jo1JxNiLUk67v3sEwEI3vwg4eEwIBb29JiL_Kjo3_1QII3kG8mnckKk)
  - Testimonial – <https://www.surveymonkey.com/r/BZZ95BQ>
- Futures for Frontliners
  - <https://www.michigan.gov/frontliners/>
  - Hotel and restaurant workers are eligible.
  - Grand Rapids Community College
    - Phone: (616) 234-3344
    - Text: (616) 404-4519
    - [Futures4Frontliners@grcc.edu](mailto:Futures4Frontliners@grcc.edu)
- Indoor / Outdoor Pools Update
  - Pools are permitted to reopen to 25% capacity.
  - Best practices include providing updated pool information upon check-in, first come, first served sign-up sheets and recoding key access.
  - Please provide Experience Grand Rapids updated pool information.
- Paid Leave Under the Families First Coronavirus Response Act Update
  - Childcare survey results – <https://www.kentcountyhospitality.org/kcha-meeting-agendas-minutes/>

Monthly Reports

- Experience Grand Rapids
  - Send a Postcard – <https://www.experiencegr.com/postcards/>
    - 50% of visitors are visiting friends and family.
  - Craft Pas GR (9/14/20 – 10/31/20) – <https://www.experiencegr.com/craft-pass/>
    - 900 downloads as of 9/17/20 and 30% from out-of-town.
  - Culture Pass GR (discounted) – [https://visit.experiencegr.com/checkout/142/experience-grand-rapids/471/culture-pass-gr?\\_ga=2.84203033.1616125065.1600375920-1279609305.1599853133](https://visit.experiencegr.com/checkout/142/experience-grand-rapids/471/culture-pass-gr?_ga=2.84203033.1616125065.1600375920-1279609305.1599853133)
  - Beer City Brewers Guild Ale Prize (October 2020) – <https://www.aleprize.com> – <http://www.beercityguild.com/aleprize/>
  - The Bridge GR (8/28/20 – 10/3/20) – [https://www.experiencegr.com/events/the-bridge/?fbclid=IwAR3eqPbdwpio6vzuRe31ZbPQe\\_PTn3urJ19C5NLV2cWZCY6G7cZeo3lfCOw](https://www.experiencegr.com/events/the-bridge/?fbclid=IwAR3eqPbdwpio6vzuRe31ZbPQe_PTn3urJ19C5NLV2cWZCY6G7cZeo3lfCOw)
- 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 13<sup>th</sup> Annual Corp! Magazine's Michigan's Solute to Diversity Conference and Awards.
- West Michigan Sports Commission
  - Golf Outing (10/12/20) – <https://events.eventzilla.net/e/wmsc-golf-outing-2138794373>
  - 200x85 Hockey (11/13/20 – 11/15/20) – <https://www.westmisports.com/event-list/ccm-western-michigan-invite>
  - Michigan Sports Alliance – <https://www.westmisports.com/about-misa>
    - West Michigan Corporate Challenge – <https://westmichigancorporatchallenge.com>
  - Michigan State Basketball Championships (3/12/21 – 3/14/21)
- West Michigan Tourist Association
  - Submit 2021 Travel Guide survey.
  - 2020 Travel Guides still available if in need.
- Women in Hospitality Leadership-Grand Rapids
  - WIHL GR Board meeting the week of 9/21/20 to discuss 2020 and 2021 goals, events, meetings etc.
  - Connect with Elizabeth Naber at [elizabeth.naber2@hilton.com](mailto:elizabeth.naber2@hilton.com) or with WIHL GR on Facebook at <https://www.facebook.com/groups/WILGrandRapids>.
- Grand Valley State University
  - Please welcome Mohammed Lefrid to GVSU and KCHA – <https://www.gvsu.edu/htm/mohammed-lefrid-phd-270.htm>.
  - Students are in need of internships. Hotels with job opportunities, please connect with Scott Rood at [roodsc@gvsu.edu](mailto:roodsc@gvsu.edu) or the HTM Department.
- Ferris State University
  - Bulldogs to Business will be conducted virtually.
  - Students are in need of internships. Hotels with job opportunities, please connect with the Hospitality Management program – <https://business.ferris.edu/program/hospitality/>.
- Michigan Hospitality Educators Alliance
  - Event planned for Spring 2021.
- 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](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](mailto:janesp@gvsu.edu).

#### Upcoming Meetings & Events

- Monday, Sept 21 (10am-Noon) – GR Chamber “Virtual Town Hall: Child Care Solutions”
  - <https://grandrapidsmicoc.wliinc16.com/events/Virtual-Child-Care-Townhall--419/details>
  - <https://web.grandrapids.org/events?oe=true>
- Monday, October 12 – West Michigan Sports Commission Golf Outing @ Thousand Oaks Golf Course
  - <https://events.eventzilla.net/e/wmsc-golf-outing-2138794373>
- Thursday, October 15 -- KCHA Membership Meeting @ Canopy by Hilton (tentative location)
- Thursday, November 19 – KCHA Membership Meeting (location TBD)
- December TBA – KCHA Holiday Party

#### Round Table Discussion

Adjournment – Elizabeth Naber & Melissa Greko

**Kent County Hospitality Association**  
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[www.KentCountyHospitality.org](http://www.KentCountyHospitality.org)