



KENT COUNTY Hospitality Association

KCHA February Meeting – Meeting Minutes

Thursday, 2/18, at 3:30pm

Via Zoom and City Built Brewing

DISCUSSION ITEMS

Welcome& Introductions: Kyle Holst, KCHA President:

Approval of February, 2021 Minutes:

Approved

Financial Report:

Doug Kessler - 10 more members join then in January, couple of transactions, still making calls so we can secure a couple more financially commitments. Thank you to those of you who have paid.

Approved

Kyle Holst ,KCHA President:

Hoping to see a pickup not just in restaurant business, but also the hotel business coming off of valentine's day push.

Hoping to have the refreshment zones for most establishments.

Roundtable

May have had small conversation, but nothing was heard from minute taker

COVID-19 and the Local Hospitality Industry Updates

Monthly Reports

Experience Grand Rapids:

Katie Lieto:

1. Our partnership invoices went out earlier this month and are due March 8. Thank you to those that have already renewed your partnership!
2. Hotels- thanks to the many hotels that have joined our spring promotional deals. We are gearing up a marketing plan to spread the word on those and already have a media interview through Pure Michigan WJR radio to talk about them tomorrow. If anyone wants to add into these March, April, or May promotions please contact me.
3. FYI: I am starting a quarterly hotel General Manager newsletter which will be going out later this month. GMs can be on the lookout for that one!

Please vote for Grand Rapids for USA Today's Best Beer Town. We have a quick link at www.experienceGR.com/VoteBeer

These types of accolades are more important than ever to keep pushing for now.

CityBuilt best beer label

<https://www.10best.com/awards/travel/best-beer-label-2021/prague-underground-citybuilt-brewing/share/>

City Built best brew pub

<https://www.10best.com/awards/travel/best-brewpub-2021/city-built-brewing-company-grand-rapids-michigan/>

HopCat Best beer bar

<https://www.10best.com/awards/travel/best-beer-bar-2021/hopcat-grand-rapids-michigan/>

Grand Rapids Diversity & Inclusion

absent

West Michigan Sports Commission

May have had update(s) but was not heard by the minute taker

West Michigan Tourist Association

- New 2021 Carefree Travel guide to be delivered the first week of March. If you'd like to be on a list for delivery when it arrives, please contact karen@wmta.org.
- Virtual Trade Show marketing begins next week. We're excited about this new opportunity.
- Working on pushing out content for Spring Lodging Specials. If you have any to share, please email karen@wmta.org

Women in Hospitality Leadership-Grand Rapids

Want to host a bigger event very soon, one that is not limiting who can participate. Having a small lunch this week to discuss these ideas and want to keep events free to low cost moving forward in the future for anyone who would like to participate.

Grand Valley State University

Scott Rood: No updates

Ferris State University

Working on a virtual career fair that we have 10 companies committed to that will include photos and opportunities. *There may have been more information on this but the audio was limited for the minute taker.*

Creating a platform that gives the student 1 central location to go to for this information. This is call the MIHEA portal and includes an opportunity for the company to register their information for only \$179. This will include:

- Organization name, location, and logo
- Links to your organization's social platforms
- Embedded YouTube video
- Pictures of your facility, personnel, and/or products

- A list of all of the positions for which you are hiring (updated at a minimum every two weeks to reflect changes)
- Contact information for recruiter and/or embedded application site
- Schedule and links for your organization's virtual open houses and/or informational sessions
- Your organization will be featured on the homepage mihea.org with a logo linked to your company's unique MIHEA webpage.

Information regarding the 2021 MIHEA Career and Internship Portal will be shared with faculty and students in colleges and universities throughout Michigan and surrounding areas.

The link to join inquire is below:

<https://www.mihea.org/2021-mihea-company-registration>

Michigan Hospitality Educators Alliance

No updates

Michigan Cares for Tourism

No updates

Upcoming Meetings & Events

Kyle Holst – How can we get speakers and individuals in safety and security. Want to make sure we are hitting home what works for the members. Want to continue to stay to in person meetings and have good content.

Golf outing is secured for June 14, we do have committee of 1-2 people already and plan to move forward with the event. In need of sponsors and want to see a lot of participation. This is more important than ever as we are down on funding. We are looking forward as this will be one of the first kind of events that can come back to us with being socially distanced, outside, etc.

Keep this event on everyone's radar! Only four months away.

Round Table Discussion

Dianna: Meditation for hospitality heroes in Fennville – you get a pass if you go! Ranch based team building exercise using horses! This is free and is on the FB group if you are interest.

Jobs: Job postings are encouraged on our website and FB group! Check the google doc for all of your current staff numbers.

We are going to be cleaning house on those who are no longer members very soon!

Adjournment

Adjourned