



KCHA March Meeting Minutes

Date/Time: March 19 @ 3:30pm

Discussion Items

Welcome and Introductions: Kyle Holst, KCHA President: Kyle – thank you everything for coming out – executes introductions.

Approval of March Meeting Minutes: *Approved*

Approval of March Finance Report: Doug Kessler: First time in about 8 months where the number was higher than the previous months! Only a couple of fees, plenty of new membership fees which is great. One bill from IRS from legal council that we are expecting that is coming up soon.

Approved

Speaker - Sales manager from from Studio C: Showspan has been part of these environments, but definitely wanted to show the space to whomever can see after to see if it is something that will be good for them in the future! Celebration has multiple spots available. There are plenty of banquet spaces available as well. Went well in depth into things like the banquet space, food and beverage options, the listening room, theater rentals, and combination with 123 Tavern catering.

Emily with health plan advocate: Here to discuss instant covid testing. 2 options, can do on-site and smaller scale at health plan advocate. Cost is \$50 per test. Self administered. M-F 8- 4:30. Two types of testing, the one they do shows the results currently, not antibody.

Question – If there is an influx like 200 athletes, is there still \$50 a test?

Answer - Yes still \$50 a test.

Question – public or through an employer?

Answer - Just employer right now.

Monthly Reports

Experience Grand Rapids:

- Kicked off marketing efforts March 1st. Want to promote tourists to come back into the city. We always have been, but spending a little bit more now however.
- Excited to see things looking up. Looking forward to spring hotel deals. Buy one get second 25% off deal. And then also the deal for the culture pass is still available!
- Annual meeting is coming up march 24th, please sign up and has been sent to all partners. The time is 3:30pm. This is virtual.

Grand Rapids D&I:

West Michigan Sports Commission:

- Sales side – USA triathlon bid being worked on by Melissa
- Received round of USA weightlifting bids.
- Received notice that Devos Place will be vaccine center next 90 days, looking to relocate a few volleyball tournaments. Need the space for 38 new courts. Gala is now going to be pushed to later in the year. Need to work with Jack Nicklaus on his schedule. Hosting singles and teams at Van Andel. Not sure the hotel portion for that but the Van Andel will allow spectators. The office is definitely picking up with events and inquires! Art van sports complex is looking to announce new name next month.

Question – do we have any leads on finding a home for 38 courts?

Answer - Different colleges and facilities are looking to chip in to make sure this does not get cancelled. Will definitely update as we learn more.

West Michigan Tourist Association:

- Karen is not here
- 2021 carefree travel has arrived. Two successful virtual shows for camping and golfing. More shows coming very soon. Outdoor dining guid coming soon as well so please email over your options.
- The new 2021 West Michigan Carefree Travel Guides have arrived and we've already had over 1000 requests! People are ready to plan their travels!
- We've had 2 successful virtual expos (Camping & Outdoors Show, Golf Expo) and 2 more to come: Women & Family Expo on the 22nd and a general travel virtual show April 4th
- We are putting together an online outdoor dining guide, so send outdoor dining options (patio seating, rooftop bars, tables/seating in the downtown social zones) please send info over to Adrienne@WMTA.org!

Women in Hospitality Leadership – Grand Rapids

- Getting ready to move to new FB.
- If you would like to be added to new email list, please email Liz. Looking to get a new treasurer shortly. Hoping to fill when things pick up a little bit more and would love to have breakfast or lunch.

GVSU:

- Scott Rood – We are launching out Michigan Giving publication this week. I'll send Dianna a link to it asking her to share it. It features 18 stories of tourism organizations "giving" during the pandemic. It also announces our 10 locations for the "30 days of Giving" volunteer events in September/October.

FSU

- Still working on career fairs virtually!

Upcoming Meetings and Events:

- Golf Outing
 - o 3 months away! Going to start reaching out to vendors. At Sunnybrook country club. Looking for room donations. Would love to shoot for a 50/50 raffle, but you do have to have license for this? Returning hole sponsors get 25% off this year as well! Everyone is really excited about getting everyone together! Need to get the Eventbrite updated very soon.
- Other upcoming meetings:
 - o April is taken care of, still looking for what we can do in May, looking forward to bigger events later in the year with Residence inn. And for big events in November! Let us know if you have any speakers you would enjoy hearing from!

Adjournment: *Approved*