



MINUTES

Date/Time: Thursday, April 15 (3:30pm)
Peaches Bed and Breakfast – 29 Gay Street, Grand Rapids

This meeting will be held outside. Please bring a bag chair if you have one.

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 April 2021 Minutes (Jane / Tricia)

Approval of April 2021 Financial Report \$5833.48 ending of April. \$11,668 current balance. (Kyle / Rachel)

Presentations

- John McNamara – VP of Government Affairs, Michigan Restaurant & Lodging Association
jmcnamara@mrla.org | 517-377-3923

Save the Hotels Jobs Act. Up to \$20 million in payroll support for qualified properties. **Handout

MRLA Vaccine Drive – Wednesday, June 9 at Hilton Garden Inn (2321 E. Beltline, Grand Rapids) with any hospitality employee who participates receiving a \$25 Visa gift card.

- Rob House – The North Group
rhouse@tngdefense.com | 844-750-9222

A risk management group from SE Michigan, including protective services like event security to tactical surveillance, background checks, crisis mitigation and emergency management assessment and other projects such as cyber security and such.

Risk Mitigation in the Hospitality Industry. Defining risk – real, perceived or tactical – that causes a threat to operations and individuals while ultimately providing safety and security of staff, guests, visitors and the facilities and assets as well as reducing stakeholder liability and expenses to the bottom line.

Vulnerabilities & Threats come from everywhere including Covid, Weather, WiFi access.

Potential countermeasures – what you have in place to mitigate the threats and creating a plan to countermeasure those threats.

Also inside threats – employees that have access to supplies, funds and assets. Access to the building and interior spaces. As well as employee safety when entering guest rooms.

Emergency plans for the property – developed, updated, reviewed. Updated at corporate. Employees to review upon hiring. Staff training beyond new hires.

One of the greatest things you can have is situational awareness and for staff to know to report things even if they're not going to personally deal with it.

Monthly Reports

- Experience Grand Rapids – Kate Lieto
 - Excited about the announcements today about the re-opening.
 - New website coming at the end of the summer.
 - Still working to gather membership dues.
 - Kyle asked about city-wide job needs and how to partner with E-GR such as a media blitz.
- Grand Rapids Diversity & Inclusion
- West Michigan Sports Commission – Katy Tigelaar
 - NCAA Softball Regionals this week.
 - Pre-Hoops Basketball (40 teams w/ more than half out of town).
 - Game Day Happenings the next four weekends.
 - MJBVA – 542 teams this year; not using DeVos Place and only ¼ teams playing on the lakeshore
 - Alyssa has moved on from WMSC
 - Art Van Sports Complex is now called the Meijer Sports Complex
- West Michigan Tourist Association
- Women in Hospitality Leadership-Grand Rapids – Rachel Kammer
 - New Facebook page w/ the new name.
 - A virtual event through MRLA coming up.
- Grand Valley State University
- Ferris State University
- Michigan Hospitality Educators Alliance
- Michigan Cares for Tourism – Jane
 - Only 25 sites for most events, so sign up early. The list is online.
- Putting for Pineapples Golf Outing – Kyle Holst
 - Experience Grand Rapids is our presenting sponsor.
 - 8-10 teams signed up so far. Need more sponsors and room night certificates to be traded for prizes.
 - We need name submitted by June 7.

Upcoming Meetings & Events

- Monday, June 14 – KCHA Golf Outing @ Sunnybrook Country Club
- Thursday, August 19 – KCHA Membership Meeting (Location TBD)
- Thursday, September 16 – KCHA Membership Meeting @ Residence Inn Downtown
- September 16-October 3 – ArtPrize 2021

Round Table Discussion

Adjournment

Kent County Hospitality Association
PO Box 230092 — Grand Rapids, MI 49523-0092

www.KentCountyHospitality.org | www.facebook.com/groups/KentCountyHospitality