



MINUTES

Date/Time: Thursday, November 19 (3:30pm)
DeVos Place – Grand Gallery Room C

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 September 2021 Minutes (NA, No minute were taken at this meeting)

Approval of November 2021 Financial Report: Ending balance - \$6960.43

Notice: 2022 Membership Renewals will be emailed in November

Monthly Reports

- Experience Grand Rapids –
 - ExperienceGR.com visitor traffic is reaching 2019 levels.
 - Britny Avery is the new Specialty Sales Manager (handling group ours, weddings and reunions).
 - The DE&I position will be filled in 2022.
 - New rack cards have been printed – the first time in Spanish.
 - Restaurant Week (Nov 5-13) was a success with over 425 gifts presented to participants.
 - World of Winter is coming up (January through March, 2022)
- Grand Rapids Diversity & Inclusion – NA
- West Michigan Sports Commission – Katy introduced Connor Hicks, the new WMSC sales manager. They'll announce the new event coordinator position in early 2022.
- West Michigan Tourist Association – NA
- Women in Hospitality Leadership-Grand Rapids – NA
- Grand Valley State University – NA
- Ferris State University – Kaky reported they're looking forward to the end of the semester, which has been mostly online. They're planning an internship week and career fair in 2022. Also, 15 of the FSU students were in GR working the Wine, Beer & Food Festival.
- Michigan Hospitality Educators Alliance – NA
- Michigan Cares for Tourism – NA

Upcoming Meetings & Events

- Thursday, December 9 (5-7pm) – KCHA Holiday Gathering @ Watermark Country Club with donations for Rondal McDonald House.
- Thursday, January 20 – KCHA Annual Meeting
- January - March – Grand Rapids World Of Winter
- April 19-21 – Pure Michigan Tourism Conference in Traverse City (No KCHA meeting this month)
- August 6-9 – ESTO will be in Grand Rapids

Round Table Discussion

Adjournment

Kent County Hospitality Association

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www.KentCountyHospitality.org

www.facebook.com/groups/KentCountyHospitality