



## MINUTES

**Date/Time: Thursday, February 17 (3:30pm)  
Radisson Riverfront – 270 Ann Street NW**

### **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 January 2021 Minutes

Membership Report – Samantha Molzer, KCHA Treasurer

Monthly Reports

- Experience Grand Rapids – Kate Lieto
  - Partnership invoices/ Meeting March 29<sup>th</sup> 3:30pm
  - New marketing campaign coming in March 7<sup>th</sup>
  - New co-worker- Jordoun Eatman VP of engagement and inclusion. Jordoun's focus is on external and internal diversity and inclusion.
  - Experience GR Launched a new on TikTok channel and retired the Snapchat filter.
  - Attraction passes are coming in March.
  - 3 internships will be posted in the next 3 weeks for marketing interns. 20 hours a week paid intern.
- Grand Rapids Diversity & Inclusion – No report
- West Michigan Sports Commission – Connor Hicks
  - Conner just got back from the Colorado Springs meeting about US Olympics sports and how to bring regionals to West Michigan.
- West Michigan Tourist Association
  - 2022 guide is up and running
- Women in Hospitality Leadership-Grand Rapids
  - Still looking for a board member, meetings/events will hopefully begin soon
- KCHA Golf Outing – Kyle Holst
  - The committee will begin planning for June 13<sup>th</sup>. Registration will be via Eventbrite. The golf outing will again take place at Sunnybrook Country Club.
- Grand Valley State University – No report
- Ferris State University – No report
- Michigan Hospitality Educators Alliance – No Report
- Michigan Cares for Tourism – Dianna Stampfler
  - The Announcement for the Michigan Cares for Tourism event will be made at the Pure Michigan conference on April 19-21. Looking to get a group rate for KCHA members to be able to attend. May follow the same guidelines as Michigan Cares.

## Upcoming Meetings & Events

- Thursday, March 17 (3:30pm) – KCHA Membership Meeting
- April 19-21 – Pure Michigan Tourism Conference (TC) – **No KCHA meeting this month**
- Thursday, May 19 (3:30pm) – KCHA Membership Meeting
- Monday, June 13 – KCHA Golf Outing

Round Table Discussion

Adjournment

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

**[www.KentCountyHospitality.org](http://www.KentCountyHospitality.org)**  
**[www.facebook.com/groups/KentCountyHospitality](https://www.facebook.com/groups/KentCountyHospitality)**