



MINUTES

Date/Time: Thursday, September 15 (3:30pm)
Revel Hospitality Staffing – 3351 Claystone St., Suite 120

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 August 2022 Minutes Kyle/Jane

Approval of August 2022 Financial Report - Full access to it after transition. We incurred attrition fees for cancelled golf outing. Suggestion to use the attrition funds of partial funds for a holiday party. Kyle will research.

Presentations

- **Staffing Issues in the Hospitality Industry**
Lisa with Revel. Been in market for 1 year, offer F&B help primarily, but also lodging, educational, hospitality. Current trends: tight hiring market, not everyone want to commit to a full -time job. Their people don't have to commit and can do "gig" work. Hourly rates are going higher. F&B \$15-17/hour, plus additional perks like free meals. Looking for locations that are easy to get to and are they respected when they get there. Seeing people trying to find jobs within a 5-mile radius of home. People aren't driving far anymore. Can secure people with a few days' notice.
- **Sports Tourism in Michigan**
Annual luncheon was held a couple weeks ago with Tom Izzo as the Keynote Speaker. Introduced Phase 2 fundraiser campaign, adding another quad to Meijer Sports Complex. Adding championship softball field and pickleball courts. Turf the championship field. Miracle league field resurfacing.
 - Sports commission booked 1,070 events since opening, 1.9 million athletes, 477,000 hotel rooms, \$548 million
 - Sports Complex hosted 130 event, 7,000 teams, 270,000 visitors, \$44 million in direct spendingApplied for COVID grant dollars from Kent County.
Still having conversations about adding rectangular fields somewhere in town.
Potential soccer stadium on the West Side of town.

Monthly Reports

- **Experience Grand Rapids** – staff deployed on projects with ArtPrize, materials have been shipped Re: ArtPrize, Restaurant Week Nov 4 – 12 registration is open, filming for media campaigns (both internal and external with Pure Michigan and Brand USA)
- **West Michigan Sports Commission** – Mike & Katy traveled to Spokane, WA for the Association of Chief Executive Sports (ACES) meeting, as GR is a potential to host in 2023. Sports Commissions Education conference next month. Next week is the Sports Comm golf outing, still taking sponsors for hole signs and sponsors. Bids are in for lacrosse and volleyball. Also, congrats to Connor as he and his wife welcomed a new baby recently.
- **West Michigan Tourist Association** – N/A

- Women in Hospitality Leadership-Grand Rapids – N/A
- Grand Valley State University – Just starting the semester, Amanda Stansbie moved departments, Kristie Jack is the intern coordinator. Student enrollment of about 200 in the department. Peak was at 600. New program in Cannabis operations, very popular and making the classes larger. Adding some sustainability classes and farm-to-table classes.
- Ferris State University – N/A
- Michigan Cares for Tourism – Celebrated its 10h anniversary event last week at Cambridge Junction with 100 volunteers, great Fam tours. Over the past 10 years, they've hosted 142 event and hit a million dollar value of donated volunteers and supplies. 2023 going to the Porcupine Mountains in September.

Upcoming Meetings & Events

- September 15-October 2 – ArtPrize
- Thursday, October 20 – Monthly Membership Meeting @ Amway Grand Plaza Hotel (Ottawa Room) followed immediately by a "Haunted Grand Rapids" w/ Tours Around Michigan
- Thursday, November 17 – Monthly Membership Meeting @ Holiday Inn Downtown
- November 4-12 – Grand Rapids Restaurant Week
- November 9 – MRLA Stars of the Industry Awards (The Inn at St. John's, Plymouth)
- November 16 – Michigan Women in Hospitality Leadership Conference @ JW Marriott (<https://www.wihlcon.com/tickets.html>)
- November 18-19 – Grand Rapids International Wine, Beer & Food Festival

Round Table Discussion

Adjournment - Kyle

Kent County Hospitality Association

NEW: PO Box 2014 — Grand Rapids, MI 49501

www.KentCountyHospitality.org

www.facebook.com/groups/KentCountyHospitality