



MINUTES

**Date/Time: Thursday, November 17 (3:30pm)
Holiday Inn Downtown**

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: Lisa Calhoun, KCHA Vice President

Approval of October 2022 Minutes (Motion: Ed Wilson, Second: Todd Kissel – Approved)

Approval of September & October 2022 Financial Reports (Balance as of 11/15/22: \$6,165.26). Invoices for 2023 membership renewals have yet to be sent out.

Monthly Reports

- Experience Grand Rapids
 - A reminder to upload hotel packages to the website
 - USA Today has again recognized GR as Beer City USA
 - The 2023 budget will be presented to the board in December
 - There were 40 participants for Restaurant Week, with over 5,000 downloads from the app/website
- West Michigan Sports Commission
 - WMSC is pitching a Sports Symposium for 2027 which would result in 3100 rooms.
- West Michigan Tourist Association
- Women in Hospitality Leadership-Grand Rapids
 - The statewide WIHL Conference was a sold-out success (300+ people, men and women) earlier in the month, with a variety of speakers including Keynote Norina Cadili. Hoping to host it again in Nov 2023.
 - Gearing up for 2023 and the return of events.
- Michigan Restaurant & Lodging Association
- Grand Valley State University
 - Several students were signed up to work the Grand Rapids International Wine, Beer & Food Festival.
 - February 8 there will be a networking event at the Downtown Campus.
- Ferris State University
 - Several students were signed up to work the Grand Rapids International Wine, Beer & Food Festival.
 - March 16 will be the FSU Hospitality Career Fair and Internship Week. Contact Kaky if you're interested in participating.
- Michigan Cares for Tourism
 - Save the Date for September 11-12, 2023 in the Upper Peninsula (Porkies)

KCHA in 2023 – Open Discussion About Meeting & Speaker Topics

- Meeting attendance and membership participation continue to struggle post covid, due to staffing shortages. There was talk of reducing the number of meeting times per month and it was decided to survey members to find out a) if the day/time of the monthly meeting still works and b) if we should scale back to bi-monthly or quarterly meetings. A survey was sent with 9 responses, mostly saying to keep the date/time of the month and the frequency the same. There has also been a struggle getting nominees for the board. Last year, two new people

were elected and subsequently left the region/industry within a couple months of those appointments. It continues to be an issue again due to staffing shortages and management not having the time to devote to volunteer commitments such as KCHA. A reminder that membership is for a property and there is no limit on the number of people who can attend meetings or requirements on staff positions. Anyone from a property is invited. It was suggested we host some type of networking event to get more people (like a social/happy hour).

- There was talk of topics of discussion for 2023 and beyond, including:
 - Employment – Labor Laws
 - Internships / Job Fair
 - Wage Survey
 - Mental Health
 - Time Management (organization, delegation of responsibilities)
 - Cannabis Tourism (GVSU)
 - Amphitheatre Update
 - Rapids Update
 - Employee Engagement (Sage Hospitality)
 - Vendor Showcase / Trade Show (Oct)
 - Human Trafficking
 - Property Security & Safety (Panic Buttons)
 - Active Shooter (Russ @ Amway)
 - ArtPrize
 - Social Media Marketing & Staff Policies
- Training is another area where we can be of assistance to our members
 - TIPS
 - Pool Safety
 - CPR
- Partnerships we want to maintain include:
 - WAVE / Hometown Heroes or other Awards Program
 - CTA or similar program
 - MC4T
 - Ronald McDonald House
 - Pure Michigan Tourism Conference
 - Golf Outing
 - MRLA
 - Women in Hospitality Leadership

Call for 2023-2025 Board Nominations (President & Secretary, 2-year terms each) plus a Treasurer vacancy (1 year).

Upcoming Meetings & Events

- November 4-12 – Grand Rapids Restaurant Week
- November 18-19 – Grand Rapids International Wine, Beer & Food Festival
- December 14 (5-7pm) – KCHA Holiday Party @ Watermark Country Club
- January 6-March 5 – World of Winter
- Thursday, January 19 – KCHA Annual Meeting
- April 10-12 – Pure Michigan Tourism Conference in Grand Rapids
- September 2023 – Michigan Cares for Tourism (UP/Porkies)

Round Table Discussion

Adjournment

Kent County Hospitality Association
NEW: PO Box 1046 — Grand Rapids, MI 49501

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