



MINUTES

**Rescheduled Date/Time: Thursday, March 16 (3:30pm)
The Comedy Project - 540 Leonard St NW Suite B, Grand Rapids**

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 President

Approval of February 2023 Annual Meeting Minutes (Motion: Jane, Second: Ed | Approved by membership)
Financial Report – David Jibson, KCHA Treasurer (Motion: Jane, Second: Ed | Approved by membership)

- Beginning Balance: \$5370 Ending Balance: \$6025

Featured Speaker – Dave Lorenz, Travel Michigan

- “The travel industry is the great connector”.
- “Hard to get people to do extra things”.
- Pure Michigan Tourism Conference April 10-12 at Amway
- Interesting Year for KCHA, exciting and challenging and we are ready for it.
- Post covid tourism is still on the rise. Pent up demand to travel is continuing. With people still having 1.5 trillion in savings in 2022. We as a tourism community need to market to that and make sure we continue to invest in experiences. Baby boomers used to be the key market for tourism and traveling but the 20’s are coming up. How are we shifting attention to all audiences for experiences, new and old to engage with all travelers? Making sure we are enabling opportunities to meet and engage with new people and cultures, different lifestyles, and food, and experiences. With that demand we have to try and meet it with our staffing shortages in this industry. So, we need to work on how to get a younger mind into this industry. It’s not pay, the wage that has come a long way. It’s the perception of past correlations to certain industries.
- MI is a GREAT, DIVERSE TRAVEL HUB. So how do we capitalize on that? Michigan is worth fighting for.
- New “Fresh Take” campaign for Pure MI.
- Digital has started, Billboards, TV Ads a few weeks.
- How the budget change effects what Pure MI can do: ALL MEANS ALL
 - Pure MI had a 30.1 budget on 10.1.22 they then received 10.3 mill EDA grant. Utilizing 8mil into campaign and promotion. Apart of a 1mil grant for accessibility programs such as dry entry kayak launch, website updates, community assessment.
 - ALL means ALL, and it needs to be a focus.
 - Well the US is ahead of Europe in ADA, we can’t stop there and need to go above and beyond. Just not the bare minimum. Start to look at ADA at a finer point and encompass more of those like having sensory hotel rooms, quiet sounds, and so much more.
 - Covid changed the work mentality for all adults. More now have the opportunity to work from home and are taking more vacations through the calendar and school year and not just at traditional break times. Taking that knowledge, we should be using it to show that while MI is a relaxing walk through the park, or butterfly gardens it is also a wealth of education to incorporate on those trips!

Monthly Reports

- Experience Grand Rapids
 - Tues: Annual Meeting: The partnership with Pure Michigan continues to grow and evolve, Grand Rapids Pure Michigan commercial comes out April 10 and has a 5-week national run.
- Grand Rapids Diversity & Inclusion
 - No updates; will be a new representative joining us soon.
- West Michigan Sports Commission
 - 9/6 Annual Luncheon. Golf Outing registration is open. They are on TIK TOK now, go give them a follow!
- West Michigan Tourist Association
 - 2023 Carefree Travel Guide available. Reach out to Karen if you'd like a box and they will deliver. Will potentially be at April meeting as well.
- Michigan Restaurant & Lodging Association
 - Jennifer Sparrow: May 5 is their legislature day. Most staff is working from home while they await their remodeled office. 6/13 AHLA and MRLA Day at St. Johns Resort AHLA ON THE ROAD - 17 different cities. Members and Non- Members, registration on website. Golf outing and clay shooting fundraiser also coming up.
- Women in Hospitality Leadership-Grand Rapids
 - See above: Cocktails and Convos; had a great turnout and is having a pickle ball meet up in May.
- Grand Valley State University
 - 6 weeks from Summer and interns are starting to find their jobs if anyone is looking to hire someone.
- Ferris State University
 - Not in Attendance as they were hosting a networking event for their students on campus.
- Michigan Cares for Tourism
 - Tourism conference on April 10-12. If you want to show up Monday from 9-12 and help make fish line recycling @ GVSU Monday April 10 that would be awesome!
 - Mentors are needed for Holland and Muskegon with the charter school group.
 - Registration for the Michigan Cares for Tourism is OPEN! (Porkies)

Upcoming Meetings & Events

- April 10-13 – Pure Michigan Tourism Conference – Grand Rapids (Amway and JW)
- Thursday, April 20 – Monthly Membership Meeting @ Ronald McDonald
- May 7-13 – National Travel & Tourism Week
 - MRLA Event, Pure MI daily podcast to celebrate Live and the week
- Thursday, May 18 – Monthly Membership Meeting @ GVSU (Topic: Cannabis Tourism) Panel discussion
- Monday, June 12 – WMSC Golf Outing
- Friday, June 16 – MRLA Golf Outing

- **SAVE THE DATE: Michigan Cares for Tourism – September 11-12, Upper Peninsula in The Porkies.**

Round Table Discussion

Adjournment

Kent County Hospitality Association
P.O. Box 1046 — Grand Rapids, MI 49501

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