



MINUTES

Thursday, September 21, 2023 (3:30pm)
ServePro (5253 W River Ct NE, Comstock Park, MI 49321)
A reception with beer/wine & hors d'oeuvres will be hosted afterward

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 May 2023 Annual Meeting Minutes: **Motion Kristy Second Jaclyn McCloy**

Financial Report (Mid August to Mid September) – David Jibson, KCHA Treasurer: **\$4200 starting balance; \$2700 balance**

President's Report – Lisa Calhoun, KCHA President

- **Kent County Tax Increase - Proposed increase would increase lodging excise tax from Doug Small. Increase from 5% to 10%. Other large counties; Wayne, Oakland, Genesee, Washtenaw. Info available from MRLA. This bill has been proposed and is in the very early stages. It could go up to 5%, the county will decide, the upsetting part is that the hotels have not been involved.**
- **For infrastructure and marketing and there is not a defined layout and it is very grey right now.**
- **Introduced August 23- another bill is coming for City Taxes. Justin and John are putting together a large info overhaul before the session is done. Cap-con newsletter can be shared to those who are interested. House bill 4931-Pa263.**
- **City has proposed 2% to help *reference newsletters in final minutes* City is not as far along as the county.**
- **KCHA Board 2024 Membership drive- drive back up the interest into this meeting, along with allied members.**
- **KCHA will be taking Board Nominations 2024 - Accounting and VP (Nominations open in November)**
- **KCHA is looking to do the Wine Festival Fundraiser on Thursday night. We are looking for 40 volunteers for 60 total hours. If you volunteer, you get a ticket to the festival or a movie ticket. Thursday November 16. We need to hit a 60-hour minimum to get a reward.**

Ronald McDonald house update

- **First expansion in 33 years. Upping 50% capacity. Have been closed since Memorial Day**
- **Their pantry is empty and they are reopening in two weeks, and seeking donations.**
- **Currently the demographic they house are typically younger families. They are staying on average 14 days-44 days post covid.**
- **KCHA will be doing a collection at Holiday Party in December.**
- **Volunteering for preparing meals will be starting soon...in late October**
- **Super excited for the new opportunity to coexist within the facility. 130 stores connected to the GR house.**
- **Not supported by corporate, but by individual franchise. Average donation is \$0.42**

Amphitheater Development (For Updates: www.grandaction.org)

- Public/Private Partnership-Grand Action 2.0 is a revival. We need an arena, convention center, medical presence, medical school. All grand action products from grand vision. Van Andel, Devos, Amphitheater. *Update once we receive presentation*
- Acrisure is the big donor for this project
- Greenway DGRI-ARPA Funds from the state of MI- wanting river access to connect the city even more
- Goal is to not add parking-and use what we have and have guests walk.
- 12,000 seats
- Winter Fest/ World of Winter - how can they play into lawn area will be a sledding hill
- First concert May 2026
- Meeting in 2026 in March/April-get people out there

MONTHLY REPORTS

Experience Grand Rapids

- Restaurant week Nov 3-11- October 2
- Sales team Hotel Sustainability survey- update to listing
- 11/9 Fall Marketing event 3-5pm
- Artprize is currently happening!

Grand Rapids Diversity & Inclusion

- Academy of Hospitality at Ottawa Hills is starting back up - 35 kids enrolled in the class

West Michigan Sports Commission

- Expansion of Meijer sports complex. Campaign is going well. Breaking ground very soon. Next year the miracle field will get resurfaced. Can attack this as funding comes in. Aces conference was hosted and had a great turnout. Really great feedback
- Katie is VP of Op
- Julie Dir of State Games in MI

West Michigan Tourist Association

- See handout attached.
- Paige Bodine is the new marketing manager (paige@wmta.org)

Michigan Restaurant & Lodging Association

- Stars of the industry in November open for nominations
- WIHL annual event is coming up in November
- Local Grand Rapids Chapter is growing so definitely check that out.
- Governor Affairs-details to come in a more streamlined way. GA Newsletter is new. 12-week course for anyone who wants a hospitality add on.
- Upcoming webinars: <https://www.mrla.org/member-webinars.html>

Women in Hospitality Leadership-Grand Rapids

- Wednesday November 15th at the JW. Register here: <https://www.wihlcon.com/>

Grand Valley State University

- School is back in session.

Ferris State University

- Bringing 16 students to come to the conference! Bulldogs to Business in October

Michigan Cares for Tourism

- 150 went to the porkies-sold out. Built an ADA accessible trail to the water. It is 1/3 trails that are water ada accessible.

Upcoming Meetings & Events

- September 15-October 1 – ArtPrize
- Thursday, October 19 – DoubleTree Hotel (Allied Member Showcase)
- Wednesday, November 15 – Women in Hospitality Leadership Conference @ JW Marriott
- November 16-18 – Grand Rapids International Wine, Beer & Food Festival @ DeVos Place
- December TBA – KCHA Holiday Party

Round Table Discussion

Motion to close: Kyle and Jaclyn

Adjournment

Kent County Hospitality Association

P.O. Box 1046 — Grand Rapids, MI 49501

www.KentCountyHospitality.org

www.facebook.com/groups/KentCountyHospitality