



A G E N D A

Date/Time: Thursday, May 19 (3:30-5:30pm)
Long Road Distillers
536 Leonard Street NW, Grand Rapids

A tour of Long Road Distillers and The Mitten Brewing will be held following the meeting. Happy Hour activities are encouraged; cash bar available at both locations.

Our mission is to provide Kent County hospitality related businesses an opportunity to meet professionally with a common interest to better serve our industry & community while furthering the overall tourism landscape of our region.

DISCUSSION ITEMS

Welcome & Introductions: Brian Behler, KCHA Vice President

Approval of April 2016 Minutes

Approval of April 2016 Financial Report

Featured Topics: Craft Beverage Tourism

- Kate Herron – Experience Grand Rapids
- Kyle Van Strien & Jon O'Connor – Long Road Distillers
- Max Trierweiler – The Mitten Brewing
- Jason Lummen – People's Cider

Presentations: Experience Pink Check

Monthly Reports

- Experience Grand Rapids
- West Michigan Sports Commission
- Certified Tourism Ambassador (CTA)
- West Michigan Tourist Association
- Michigan Cares for Tourism
- Women in Lodging
- Grand Valley State University
- Ferris State University

Upcoming Meetings & Events

- May 27 – Women in Lodging GR Chapter Meeting @ Hyatt Hotel
- June 13 – KCHA & GVSU “Breakfast of Champions” Scholarship Golf Outing
- June 14 – Michigan Lodging & Tourism Association Lodging Leadership @ Amway Hotel
- August 18 – KCHA Monthly Meeting @ Homewood Suites Downtown (Rooftop Reception)

Round Table Discussion

Adjournment

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