



Meeting Minutes

**Date/Time: Thursday, April 21 (3:30-5:30pm)
Ronald McDonald House**

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: Nick Fischioni, KCHA President

Approval of March 2016 Minutes

Approval of March 2016 Financial Report

Featured Topics:

News from Ronald McDonald House- The Ronald McDonald house is currently going through a 1.2 million dollar renovation. Please contact Renee if you are interested in volunteering or donating. They are always looking for pillows, toiletries, and other household items.

Green Committee Update- Kristen Wieland, the Community Relations Coordinator of the Kent County Department of Public Works came to share new updates in the green initiative. The 2016 Energy Summit is taking place tomorrow at the JW Marriott. The Michigan Battle of the Buildings award will be given at the event. If you would like to decrease your energy usage and participate in the 2017 competition please visit <http://www.michiganbattleofthebuildings.org/> for more information.

District 2030 is a commitment to reducing water and energy levels by 50% as well as lowering transportation emissions. District 2030 is looking for private and public partnerships on a volunteer basis to join the effort. Drew Coppess (drew@616development.com) is the Director of Sustainability for 616 lofts and District 2030 Chairman, please contact Drew or visit the District 2030 website for more information <http://www.2030districts.org/grandrapids>.

Darwin J Baas (darwin.baas@kentcountymi.gov) talked to us about managing our discharges in the emerging economy. The Recycling and Education Center processed 40 thousand tons of trash this year. Discharges in Kent County increased 4.4% from 2014-2015. Currently Kent County is working towards a circular economy to create sustainability. Their vision is to reduce the amount of trash that goes to landfills 20% by 2020 and 90% by 2030. Please contact Darwin if interested in helping with the green initiatives.

GVSU Study AirB&B Report- GVSU students researched a new impending threat to the lodging industry called Airbnb. Their findings included some advantages to the guests, hosts, and community. Airbnb locations are conveniently located in all cities with a price point for any potential guest. Accommodations are free to list and bring new money into their communities. Disadvantages include permit costs for the host, ADA requirements are non-existent, taxes are not collected, and the community does not always enforce permit regulations. Airbnb locations are on the rise and are a real threat to the lodging industry. Recommendations from the student's research are raising community awareness, develop and execute new marketing strategies for hotels, and local government permit enforcement. Please contact Erica Davidson (emdavidson93@gmail.com) for more information.

Recap of Pure Michigan Tourism Conference- Pure Michigan data included 4.6 million trips to Michigan, up ½ million trips from previous year. Tax revenue was up 13 million from 2014 to add 98 million to the economy. The ROI is now

up to \$7.67, up .80 cents from previous year. We are now celebrating the 10th year of the Pure Michigan campaign; new commercials are on their way! Big winners at the conference include, Amway, JW, and Cygnus 27. Kate from Experience GR was awarded CVB Star of the Industry!

Presentations: Experience Pink Check

Monthly Reports

- Experience Grand Rapids- Restaurant week info was mailed last week. Please contact kate if you are interested in participating and did not receive information. Partner bills went out at the end of March and are due this month. Toast of the town is Tuesday, please make sure you send in names for attendees ASAP. Volunteer email went out today for the MI SGMP Road Rally on May 25th, please contact Krystal if interested in attending.
- West Michigan Sports Commission- The National Symposium had a great turnout with over 700 DMOs and 150 event holders. Looking forward to Art Van Sports Complex opening weekend on April 23rd.
- Certified Tourism Ambassador (CTA)- All 45 CTA spots for the Griffins game have been filled. Please see Lisa for CTA Star of the Year nominations.
- West Michigan Tourist Association
- Michigan Cares for Tourism- 2016 event will be held in Saugatuck, MI at the Felt Estate on September 13th and 14th. Several organizations awarded donations to MC4T including the DNR and KCHA. The KCHA pledged \$1,000 for the next five years! If you are interested in donating please contact Patti Janes from GVSU.
- Women in Lodging- Next meeting is Friday the 29th. Please add anyone interested in attending to the email list.
- Grand Valley State University
- Ferris State University

Upcoming Meetings & Events

- April 25 WMTA Spring Member Reception @ Firekeeper Casino, Battle Creek
- April 26 Experience Grand Rapids "Toast of the Town" Annual Luncheon
- April 29 Women in Lodging Meeting (8:30am – Hampton Inn) (Topic: Social Media)
- May 4 West Michigan Sports Commission Annual Luncheon
- May 15 TIPS Training @ JW Marriott
- May 19 KCHA Monthly Meeting Long Road Distillers (followed by Mitten Brewing)
- June 13 KCHA & GVSU "Sunrise Open" Scholarship Golf Outing

Round Table Discussion

Adjournment

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