



## MINUTES

**Date/Time: Thursday, February 18 (3:30-4:30pm)  
SpringHill Suites North**

### **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**

Discussion Topic: Monthly Hotel Occupancy Reports (Steven Orchard, Kent County)

Steve explained the taxable room revenue work sheet and mentioned the month prior is reflected on the report for that month. February is actually January's totals. That is why some time the report looks incorrect.

#### Monthly Reports

- Experience Grand Rapids- Brewsader program hit the 1000 ppl mark. Cool brews hot eats ends the 28<sup>th</sup>. March 24<sup>th</sup> they are having a board meeting. They have more visitor guides if you need them.
- West Michigan Sports Commission-2 leads recently came through for NCAA Div.II Women's Basketball- will not know if GVSU will be hosting till week before. USBC Men's bowling it is a lead for 17 weekends,300 rm nights every weekend. Mike- 2/19-20 Meijer Winter Games- 16 different sports will be involved. Need times for hotels April 15-17, 22-24, June 3-4 June 24-26. Let him know if hotels can help with any rooms over those dates. NASC- Grand Rapids is hosting this year. Wed.is the opening event at founders Brewery. WMSC Luncheon May 4<sup>th</sup>- Kurt Gibson will be speaking.
- Certified Tourism Ambassador (CTA)- Over 2000 CTAs. Agreements with GVSU, GRCC, Ferris, to train students. Cultural diversity training is next wed. And on 3/16 at City Flats hotel.
- West Michigan Tourist Association- New guide is out, 72 guides per case, WMTA.org new website was released.
- Grand Valley State University- April 8<sup>th</sup> hospitality summit takes place. Launch of Survey for human trafficking will be sent out through KCHA. Plan to wrap up the survey by end of April. Looking to discover knowledge, attitude, and behavioral study of human trafficking.
- Ferris State University- Gala April 1<sup>st</sup> 25<sup>th</sup> annual this will be there last Gala.

#### Upcoming Meetings & Events

- March 13 TIPS Training @ JW Marriott (1-5:30pm)
- March 15 KCHA Scholarship Applications Due
- March 17 KCHA Monthly Meeting @ Hampton Inn Downtown (3:30-5pm)
- March 23 Deadline to Register via KCHA for Pure Michigan Governor's Conference on Tourism

#### Round Table Discussion

New Homewood DT opening June 1<sup>st</sup>.

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