



MINUTES

**Date/Time: Thursday, January 21 (3:30-5:00pm)
Courtyard Marriott Downtown**

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

This was the first meeting held under the organization's new name: Kent County Hospitality Association, as determined by a vote of hotel members in fourth quarter, 2015. The new organization logo was also unveiled, on the agenda as well as on the website and social media channels.

Minutes from the October, 2015 meeting were approved by the membership.

The 2015 financial report was approved by the membership.

Special Guests:

- **Dave Lorenz – Travel Michigan.** Pure Michigan is focusing on Detroit this year and trying to change the ideas around Detroit and push travel to Detroit. People that aren't from Michigan don't think Detroit is a starving community.
- **Steve Yencich – Michigan Lodging & Tourism Association.** Make sure to get involved with the voting to better travel to Michigan. Steve talked about the upcoming Pure Michigan Governor's Conference on Tourism, which KCHA will once again be supporting by helping members cover costs to attend. MLTA also has an ongoing focus on the human trafficking issue (which is also on KCHA's radar). It was also announced that Steve will be retiring from his position at the end of April, following the state conference.

Monthly Reports

- **Experience Pink** 616 Lunch and learn- 2/16, GR Drive pink out Game 2/17, little black dress event at the JW 2/19, GRRD pink Game 2/20. Trying to get more hotel involvement. Hotel Dodgeball March 3rd.
- **Experience Grand Rapids** Cool Brews Hot Eats coming up in Feb, submit packages via partner net.
- **West Michigan Sports Commission** Pro event services is handling all the bookings and leads for the AVSC. There are still some dates that they need rooms.
- **Certified Tourism Ambassador (CTA)** Program continues to grow get with Lisa if you want to get involved. If you haven't renewed your CTA get with Lisa at EXGR the were due end of December.
- **Grand Valley State University** Golf outing coming up in June. More to come on this.
- **West Michigan Tourist Association** Karen Breckon distributed copies of the 2016 West Michigan Carefree Travel Guide (hotels requesting additional copies can email karen@wmta.org). KCHA is a member of WMTA.
- **Scholarship** The applications have been sent to Ferris State University, Grand Valley State University and GRCC (Secchia Institute for Culinary Education) and are due March 15. Scholarships will be presented at the April monthly meeting.

KCHA Board Voting

- Based on voting of the paid hotel members to date, the 2016 board includes:

President – Nick Fischioni, Hyatt Hotel
Vice President – Brian Behler, JW Marriott
Treasurer – Rachel Crowther, SpringHill Suites North
Secretary – Alyssa Collins, Hyatt Hotel

Upcoming Events

- February Experience Pink
- 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

- The 2016 meeting schedule (some items still tentative) was also provided to the membership.

Kent County Hospitality Association

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www.KentCountyHospitality.org