



# AGENDA

**Date/Time: Thursday, October 20 (3:30-5:00pm)  
The Knickerbocker (New Holland Brewing) – 417 Bridge Street NW**

*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 Interim President

Approval of September 2016 Minutes

Approval of September 2016 Financial Report

Featured Speakers (Craft Beer Tourism):

- Michelle Grinnell and Nick Nerbonne – Travel Michigan
- Fred Buelmann – New Holland Brewing
- Kate Herron – Experience Grand Rapids

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
- Experience Pink
- WAVE Awards

Upcoming Meetings & Events

- October 28 WIL @ Residence Inn Airport (Challenges within the industry)
- November 7 MIHEA Career Fair @ GVSU's Eberhard Center
- November 17 WAVE Awards @ DeVos Place
- November 18 WIL @ SpringHill Suites Airport (Best practices and trends)
- December TBD KCHA Holiday Party (Location TBD)

### **REMINDER:**

**Membership invoices will be going out in early November and are due by December 31.  
Nominations for the 2017 Board of Directors will also open at that time.**

**We are also seeking meeting locations and speaker topics for 2017.**

Round Table Discussion

Adjournment

**Kent County Hospitality Association**  
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[www.KentCountyHospitality.org](http://www.KentCountyHospitality.org)  
[JOIN the KCHA Facebook Group](#)