



Meeting Minutes

Date/Time: Thursday, October 20 (3:30-5:00pm)

The Knickerbocker (New Holland Brewing) – 417 Bridge Street NW

(A cash bar featuring New Holland's award-winning beer & spirits will be open during the meeting)

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: Rachael Crowther, KCHA Treasurer

Approval of September 2016 Minutes

Approval of September 2016 Financial Report

Featured Speakers (Craft Beer Tourism):

- **Michelle Grinnell and Nick Nerbonne – Travel Michigan**
- Michelle Grinnell is the Director of Media, Public and Industry Relations for Travel Michigan. The Travel Michigan team runs the Pure Michigan Campaign. Grand Rapids is a national partner for the Pure Michigan campaign in conjunction with Experience GR. Nick Nerbonne works with Travel Michigan's social media and digital marketing. The 10 year anniversary for the Pure Michigan Campaign is approaching and Travel Michigan is working to evolve the current city campaign to passion and interests of possible tourists. A few examples include: snow day, lake effect, service route, craft beer, urban DNA, etc. Currently there is a fall campaign for craft beer in Grand Rapids running in Chicago, Flint, and Detroit. There will be a new website launching soon, Michigan.org. Please make sure that your property page is up to date, if you have questions contact Michelle or Nick. Properties are also encouraged to share events and packages. A twitter chat will be held on November 2nd at 5:30pm to talk about craft beer.
- **Fred Buelmann – New Holland Brewing**
- **Kate Herron – Experience Grand Rapids**
- The New Beer City Passport will launch in November. There is a new look and 9 more breweries have been added. There is also an expansion pack to add to the old passport. Currently we have over 4,200 brewsaders which equates to over 33,000 brewery visits. The Beer City Ale Trail guide has been updated and is shipping to properties soon.
- **Dawn Baker – Grand Rapids International Wine, Beer & Food Festival**
- 9th Annual Wine, Beer, and Food Festival is November 17th -19, the largest in the Midwest and houses over 18,000 visitors. The festival started with 40 sq feet and has grown to over 100 sq feet. This year there will be four areas of focus including: the Vineyard, Beer City Station, GR Mixer, and food. Download the app to view seminars and workshops available during the event which include pairings. Promotional materials available for use. Interns will be helping pour in the different focus areas.

Monthly Reports

- **Experience Grand Rapids-** Every dollar invested to Experience GR will be matched. There is a new beer video on Youtube called "Beer Heaven". Cocktail week is November 9th. A survey has gone out to all General Managers and Director of Sales to make changes to visitor guide and rates, due October 28th.
- **West Michigan Sports Commission-** Next week we will be in Indianapolis with the NASC. Emails were sent to Director of Sales of properties to do site visits. Please let Marlene from Experience Grand Rapids know if anyone from the sales teams are switching properties. Jamie is currently trying to win the 2020 Gold Bowling event which is a 10 day event that could bring in 12,000 room nights.
- **Certified Tourism Ambassador (CTA)-** Renew now and email Lisa if you need access to your password.

- West Michigan Tourist Association- Let the WMTA know if you have packages for winter lodging specials. January 7th will be the 100th celebration at the Amway Grand featuring Michigan beverages. Tickets are \$100, invitations will follow.
- Michigan Cares for Tourism- MC4T has had over 1,050 volunteers, 5 different sites, and saved over \$400,000 in materials and labor. The national Tourism Cares event will be in Detroit May 11th and 12th. KCHA members can be reimbursed if they participate in the event.
- Women in Lodging- Next meeting will be at the Residence Inn Airport on Friday. Topic will be Challenges within the industry.
- Grand Valley State University- Currently the program contains special classes that participate in Artprize and the JW Marriott. Lisa is looking for community projects for the capstone courses.
- Ferris State University- FSU career fair is November 7th. 160 students participate in a summer/winter internship for the X Games. Human trafficking awareness website launching soon.
- Experience Pink- Next meeting is November 3rd. Over the last 5 years we have raised over \$30,000 from taking part in dodgeball, hotel packages, and drink specials.
- WAVE Awards- November 17th and invites will be sent this week. Superiors can nominate individuals in 6 categories including restaurants, lodging, retail, attractions, and volunteering.

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 5 KCHA Holiday Party & Tourism Marketing Update @ Downtown Market @3:30pm

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

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[JOIN the KCHA Facebook Group](#)