



A G E N D A

**Date/Time: Thursday, February 16 (3:30-5:00pm)
Atwater Brewery – Downtown Grand Rapids**

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

Welcome & Introductions: Katrina Peterson, KCHA President

Approval of January 2017 Minutes

Approval of January 2017 Financials

Topics of Conversation:

- Beer Tourism
- Experience Pink

Monthly Reports

- Experience Pink
- Experience Grand Rapids
- West Michigan Sports Commission
- Certified Tourism Ambassador (CTA)
- West Michigan Tourist Association
- Women in Lodging
- Grand Valley State University
- Ferris State University

Upcoming Meetings & Events (2017 Meeting Schedule Printed Separately)

- February 17 Deadline to Register for Pure Michigan Governor's Conference on Tourism
- March 3 KCHA Scholarship Applications Due
- March 16 KCHA Monthly Meeting at The BOB & 20 Monroe (Topic: Human Trafficking)
- March 19-21 Pure Michigan Governor's Conference on Tourism
- April 5-6 FSU Conference on Human Trafficking Awareness – Big Rapids
- May 4 West Michigan Sports Commission Luncheon

Round Table Discussion

Adjournment

Kent County Hospitality Association

PO Box 230092

Grand Rapids, MI 49523-0092

www.KentCountyHospitality.org