



## Meeting Minutes

Date/Time: Thursday, January 19 (3:30-5:00pm)  
Crowne Plaza Hotel – 28<sup>th</sup> Street

### 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: Brian Behler, KCHA Interim President

Approval of October 2016 Minutes: *Approved with the change to the Experience Grand Rapids Section: "Every dollar invested to the Pure Michigan Campaign will be matched by Experience GR."*

Approval of 2016 Year End Financial Report

Special Guests:

- Dave Lorenz – Travel Michigan
  - *Pure Michigan has a few new ads including: "Along the Way", "Small Batches", and "Fertile Ground". In 2017 the Pure Michigan Campaign is working on capturing the Millennials by using a strategic approach to passion. The campaign has 4 initiatives: intersect regionally, reinforce Michigan as a travel destination, increase awareness in international marketing, and manage travel to targeted destinations. The campaign will also continue towards interest based marketing like Urban DNA, trails, hunting, fishing, etc.*
  - *Check out the new website: Michigan.org. Please make sure all property information is correct and pictures are up to date. Events and promotions can be added as well. Phase one of the new website launch went live last week. The new website breaks down interests which makes it easier to navigate. It also gives the viewer directions to the attractions, specific information about the area, and accommodations.*
  - *If you are not signed up for the email newsletter you can do so on the website or email Dave.*
  - *The Pure Michigan Governor's Conference is March 19<sup>th</sup>-21<sup>st</sup> in Detroit. Jim Knight and Adam Sacks will be keynote speakers and this year there will be Edutours and seminars on specific sites.*
    - *Email Dianna and she will give you the registration code for the conference. Once you are signed up, KCHA will send you an invoice for the cost of the conference plus the cost of any breakout sessions.*
  - *There will also be China ready seminars after the conference. International travel is growing in Michigan. More information to come.*

2017 Board of Directors by vote of membership in attendance:

- *President: Katrina Peterson- Residence Inn GR Airport*
- *Vice President: Jenifer Cutler- Courtyard Marriott Downtown*
- *Secretary: Norina Cadilli- JW Marriott*
- *Elijah Steinmetz- Homewood Suites Downtown*

## Monthly Reports

- Experience Pink: *February we will be raising money for breast cancer awareness. Hotels can participate in "Sleep in for a cure" which allows a guest to check out late. Tomorrow is the deadline but it can be extended, please contact Kate. Establishments can also participate in other ways like "wear pink day", let Kate know so that it can be added to the Experience Pink website.*
- Experience Grand Rapids: *New culture passes for museums and attractions are available for no charge, let Kate know if you would like some. Hotel package info for KBS week in March will out soon. The Artprize shuttle will be returning for 2017 for suburban properties. New Partnernet training, contact kate for information. New visitor guide for 2017 should have been delivered to hotels. There is a new layout and they are smaller than previous years. Please contact Kate with feedback.*
- West Michigan Sports Commission: *2016 was a great year! The Art Van Sports Complex is filled up for the summer and has a new Grounds Manager: Josh Rhode. 2017 State Games of America and the 2017 International Softball Congress Tournaments are coming in August. Katy is now the Director of Events, there will be a new position opening, contact WMSC if interested.*
- Certified Tourism Ambassador (CTA): *There will be 4-5 trainings in 2017, visit CTA website for more information.*
- West Michigan Tourist Association: *WMTA is turning 100 this year. New membership book has highlights from the last 100 years and include photo contest winners.*
- Women in Lodging: *First meeting of the year is next week Friday at 830am at the JW Marriott. In 2016 WIL grew to 52 members. Please see Norina if you are interested in hosting a meeting for 2017.*
- Grand Valley State University: *Enrollment for HTM degree is high and HTM minors are on the rise. Currently workin on new website for HTM. The HTM department is celebrating 40 years, promotions to come. GVSU thanked everyone for their support in 2016.*
- Ferris State University

## Upcoming Meetings & Events (2017 Meeting Schedule Printed Separately)

- February 2017 Experience Pink
- March 3 KCHA Scholarship Applications Due
- March 19-21 Pure Michigan Governor's Conference on Tourism
- May 4 West Michigan Sports Commission Luncheon

## Round Table Discussion

- *New Member- Lincoln Lanes*

## Adjournment

### **Kent County Hospitality Association**

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