



A G E N D A

**Date/Time: Thursday, April 20 (3:30-4:30pm)
Drury Inn & Suites (5175 28th Street SE)**

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 March 2017 Minutes: **Minutes approved. (Ed Wilson; Jane Lovett)**

Approval of March 2017 Financial: **Financials approved and reviewed by Elijah (Ed Wilson; Jane Lovett)**

Special Guest: Deanna Richeson – President / CEO, Michigan Lodging & Tourism Association:

- Discussion on what MLTA is and how it affects the hotel industry
- Discussion on Post Labor Day Schools and what we can do to have our voice be heard
- Airbnb- How MLTA is working to protect hotels against this threat
- Women in Lodging- Focus on WIL and becoming more established. A big focus on the development of the Grand Rapids Chapter and discussion from board meeting that took place in Traverse City
- A revamp of the MLTA website ahead
- MLTA to promote quarterly events to gather more engagement and interest
- MLTA Tourism Conference: Grand Rapids in 2018
- MLTA Golf Outing: Friday August 18 in Lansing
- 2017 Legislative Conference: October 4 in Lansing
- For information on dates and upcoming events: <http://www.milodging.org/>

Tourism Cares & Michigan Cares for Tourism: Paul Stansbie – GVSU Hospitality Department

- Paul Stansbie presents on what is ahead for MI Tourism Cares
- Thank you to all of those that participated in the Bell Aisle cleanup during MLTA
- Next event: May 11 and 12 back in Detroit- volunteers still welcome
- Big 2017 event and announcement: September 18-19 the event will take place Roscommon with clean-up locations will be at the Ralph A. MacMullan Conference Center and the Civilian Conservation Corp Museum.

Presentation of 2017 Scholarships

- Sarah Nagel-FSU
- Lauren Thomas-FSU
- Brandy Thornton-FSU
- Hannah Pigott- GVSU (Present to accept her award)

Monthly Reports

- Putting for Pineapples Scholarship Golf Outing
 - Accepting donations for overnight stays, please send to Ed Wilson for barter

- Sign up your hotels to Golf
- Caddy Shack award given to best dressed
- Certified Tourism Ambassador (CTA)
 - Lisa Verhil provides an update
 - Next class taking place at the Residence Inn Grand Rapids on May 25th
- West Michigan Tourist Association
 - Update was provided by Paul Stansbie
- Women in Lodging
 - Next Meeting Friday, April 28 at Holiday Inn Downtown-The Art of Helping Others
 - Following summer months change to last Thursday of the month
 - Recent visit to Traverse City with Board Members of WIL throughout the State of Michigan
 - Grand Rapids to announce Chair Committees and growth of WIL at next meeting

Upcoming Meetings & Events (2017 Meeting Schedule Printed Separately)

- May 1 West Michigan Sports Commission Luncheon: Mark Dantonio is guest speaker
- May 11-12 Tourism Cares - Detroit
- May 18 Celebration Cinema North & Oscar's Bistro (Knapps Corner)
- June 5 Putting for Pineapples Scholarship Golf Outing @ Quail Ridge

Round Table Discussion

Adjournment: Ed Wilson; Jane Lovett.

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