



## A G E N D A

**Date/Time: Thursday, September 21 (3:30-5:00pm)**

**Hilton Garden Inn Grand Rapids East**

**2321 E. Beltline Avenue 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 August 2017 Minutes – **Katrina reviewed / motion approved & second**

Approval of August 2017 Financials - **Elijah reviewed; Financials will be updated as membership renewals continue to come in and MI Care for Tourism reimbursement fees are processed / motion approved & second**

Monthly Reports

- **Experience Grand Rapids – Please contact them for any Artprize items you may need. They are almost out of 2017 Visitor guides; reminder cocktail week will be 11/8-11/19 this year**
- **West Michigan Sports Commission – We have been awarded NAI Lacross for May 2018/2019 along with ACES (CEO's of the Olympic governing body). Lastly, a feasibility study will be completed to assess implementing additional fields**
- **Certified Tourism Ambassador (CTA) – Please renew your CTA! If you renew early, you'll be in the running to win a \$100.00 local restaurant gift card. Please email Lisa Verhil if you have forgotten your CTA log in credentials**
- **Women in Lodging – A new board has been appointed; be ready for the a great event at Goodwill Industries on 11/2-more information to come soon**
- **Putting for Pineapples Scholarship Golf Outing – We are looking for committee members to assist in the planning and implementation of this 2018 event. Please contact Dianna of your interest**
- **Experience Pink - We are looking for committee members to assist in the planning and implementation of this 2018 event. Please contact Dianna of your interest. Our goal for 2018 will be around \$14,000.00**
- **West Michigan Tourist Association – The new guide will be out in January-due to high demand, they will be producing upwards of 10,000 more in 2018. They are feverishly preparing for the upcoming trade show season along with upcoming media appearances**
- **Ferris State University – The MIHEA Career Fair will be at GVSU's Eberhard Center on 11/6; please consider registering**
- **Grand Valley State University – Please consider contacting GVSU should you have projects/tours/meetings that students could assist with. This is a great learning opportunity for students and a great resource for KCHA members**
- **Michigan Cares for Tourism – The recent Roscommon/Higgins Lake event was extremely successful. 160 volunteers assisted while partnering with local DNR staff to complete 20 projects-the team completed work in one day that would typically have taken 3-4 years to complete. If you haven't attended one of these events you should absolutely consider doing so. It's a phenomenal way to give back to a community in need-very rewarding.**

Guest Demonstration:

- **Interactive Conference & Event Ideas from Randy Finch - <http://www.iceguru.com/> ; <https://www.facebook.com/icebrigade>**

Randi Finch, co-owner of Ice Sculptures Ltd, came to speak to us regarding new and fun items his company has to offer that can be easily integrated when planning future events at our establishments. Randy has extensive culinary training and more than 20 successful years in the ice sculpting business but offers so much more, including a Photo Booth Enchanted Mirror that interacts with users while taking pictures that can be easily, automatically uploaded to Social Media and/or emailed. Randi also demonstrated a virtual spray paint photo screen that can be integrated into events for additional fun as well. All of Randi's offerings are an ideal way to bring entertainment to events and can easily be discussed with event planners during the planning process. Visit the website and Facebook page listed above for more details.

Upcoming Meetings & Events – Please send any meeting topics (speakers, educational ideas) you would like to see during our 2018 KCHA meetings as we are currently finalizing next year's calendar

- October 4 MLTA Legislative Day – Lansing (KCHA will reimburse members to attend, at \$79) <http://www.milodging.org/post/2017-legislative-action-summit>
- October 12 "Small Plates, Big Impact" @ Downtown Market Grand Rapids [www.downtownmarketgr.com](http://www.downtownmarketgr.com)
- October 19 KCHA Monthly Meeting – Location TBD - (potentially GVSU)
- November 6 MIHEA Career Fair @ GVSU Eberhard Center, Grand Rapids <http://www.mihea.org/>
- November 16 WAVE Awards @ GR International Wine, Beer & Food Fest – DeVos Place [www.experiencegr.com/wave-awards/](http://www.experiencegr.com/wave-awards/)
- December 13 KCHA Holiday Party @ JW Marriott

Round Table Discussion – **It is membership renewal time. These are due by the end of December!**  
Adjournment

**Kent County Hospitality Association**  
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