



MINUTES

Date/Time: Thursday, January 18 (3:30-5:00pm)
Prince Conference Center
1800 E. Beltline SE, 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 October 2017 Minutes

1st-Kare

2nd Jane

Approval of 2017 Year End Financial Report

1st-Jane

2nd-Ed

Special Guests:

- Dave Lorenz – Travel Michigan (Looking Ahead to 2018 – Pure Michigan Tourism Conference)
 - Travel Conference for MLTA March 27-29
 - The most attended conference with over 1,000 attendees
 - Support DL and Staff
 - Hospitality Ears and Eyes
 - May/June Cycle
 - Team to look at major issues
 - In the past, too many concerns to tackle
 - Prioritize and meet six times per year
 - 1 Year Anniversary of Michigan.org
 - Numbers continue to grow
 - Update with packages you offer
 - Update with events/deals/discounts
 - Conference Theme
 - Celebrating Diversity
 - Cruises in the Great Lakes
 - Promoting this in 2018
 - MI tends to be forgotten
 - Doing more excursions
 - Industry Roundtables
 - Policies can work negatively and positively
 - Top Issue
 - We need to be more welcoming
 - Our current administration is not inviting and travel from outside the USA is down

Vote for 2018 Board of Directors (active lodging members only; one vote per property)

KCHA Votes-1 vote per hotel that has paid dues. Tie breaker was initiated due to a tie for Secretary

New 2018 Board- Congratulations to the new board

- President: Jenifer Cutter
- Vice President: Ross Bartlett
- Treasurer: Ben Weatherhead
- Secretary: Elizabeth Naber

Thank you to our 2017 Board for their service:

- President: Katrina Peterson
- Vice President: Jenifer Cutter
- Treasurer: Elijah Steinmetz
- Secretary: Norina Cadili

Monthly Reports

- Experience Pink
 - February events to be uploaded to Experience website
 - Roller Derby in place
 - Pink Yoga-Feb. 21
 - Hotels offering packages etc.
- Golf Outing
 - Committees have met and tentative date set for June 4, 2018
- Experience Grand Rapids
 - Beer Shuttle is set for beer fest and promoting online
 - ArtPrize shuttle for suburban properties being planned
 - Partnering with Patty James on Marketing Plan to involve GVSU students on a more comprehensive level
 - March 21-Experience GR partners combine board and tourism meeting
- West Michigan Sports Commission
- Certified Tourism Ambassador (CTA)
 - 3,500 CTA's
 - Several free enhanced trainings will be offered in 2018. See CTA website
- West Michigan Tourist Association
 - New Travel Guides getting delivered
 - Lighthouse Map
 - Quarterly Networking event
- Women in Lodging
 - Meeting at JW-How to be a Goal Digger in 2018
 - May Golf Event in the works! More details ahead
- Michigan Cares for Tourism
 - September 16-18 will be announced at MLTA
- Ferris State University
 - Working with AHC on a student work program
- Grand Valley State University

Upcoming Meetings & Events (2018 Meeting Schedule Printed Separately)

- February 16 (FRI) (3:30pm) – KCHA Monthly Meeting (Location TBD) followed by Pink the Pins Fundraiser (5:30pm) @ Wengers.
- March 15 (3:30) – Monthly Meeting
- March 27-29 – Pure Michigan Governor's Conference on Tourism (Grand Rapids)

Round Table Discussion

Adjournment

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