



MINUTES

Date/Time: Thursday, May 18 (3:30-5:00pm)
Celebration! Cinema North (Knapps Corner)

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 April 2017 Minutes – Minutes Approved (Ed Wilson)

Approval of April 2017 Financials – Financials Reviewed and Approved-updates will occur as we continue to receive MI Cares for Tourism invoices (Ed Wilson)

Introduction of Caitlin Hopkins with Celebration Cinemas

- Review of locations and offerings (including meeting/event space-some with Alexa technology)
- Discussion of Oscars F&B enhancements
- Information on the upcoming Downtown location addition

Topics of Conversation:

- International Tourism Etiquette – Karyn Kiio, Ferris State University
 - Karyn presented on Cross Cultural Communication/Nuances and discussed ways in which we can make guests feel welcome (taking into consideration there are currently over 3000 languages on earth)
 - Reviewed/Quizzed on different gestures and body movements which can mean different things within different cultures
- Experience Pink Check Presentation
 - This will be presented at a future time due to Susan G. Komen representatives not being present

Monthly Reports

- Experience Grand Rapids – Kate Herron
 - Review of Art prize shuttle information; sign up is currently available
 - Review of Restaurant Week; be sure to sign up for participation by 6/1
 - Discussion regarding Experience websites Beer Page visitation rate being up 49%; Events Page is up 1000%
 - Be sure to have your staff utilize Experience GR's calendar of events to help direct patrons on our city offerings/events

- West Michigan Sports Commission – Katie Tigchelaar
 - Please reply to upcoming Protravel Survey following the recent MJVA event
 - Announcement of recent MSHAA contract win which will take place every other year
 - Currently bidding on ACES
- Certified Tourism Ambassador (CTA) – Lisa Verhil
 - Discussion of ensuring our staff are informed of how to acquire beer passports (available directly in participating breweries)-encourage staff to discuss this with our guests/patrons
 - Experience GR will be providing additional collateral to help promote the Brewsader program
 - Renew your CTA!
- Putting for Pineapples Scholarship Golf Outing – Katrina Peterson/ Dianna Stampfler
 - Outing is scheduled for 6/5/17; sign up your team by 5/29!
 - Please provide your donations to Ed Wilson; hole sponsorships are still available
 - Dress to impress in order to win our Caddy Shack Award/Trophy
- West Michigan Tourist Association - Kristin Boogaard
 - Discussion of WMTA Scavenger Hunt
 - WMTA Website visitation up 92%
- Women in Lodging - Katrina Peterson
 - Next Meeting on 5/25 at the Amway Grand Plaza – Discussion Topic: Personality Types in the Workplace
- Ferris State University – Karyn Kiio
 - Announcement of upcoming student involvement in the ESPN X Games (Minneapolis)
 - Some students will be traveling to Italy soon for their abroad education experience
 - Deployed approximately 70 interns
 - Announcement of the MHEA Career Fair on Monday, 11/6-register for your booth now!
- Grand Valley State University
- Michigan Cares for Tourism – Katrina Peterson
 - Discussion of recent Cares for Tourism National Event in Detroit
 - Reminder of upcoming event in Roscommon 9/18 & 9/19-get involved!!

Upcoming Meetings & Events

- June 5 Putting for Pineapples Scholarship Golf Outing @ Quail Ridge
- July 20 Human Trafficking One-Day Conference
- August 9-20 GR Restaurant Week
- August 17 KCHA Monthly Meeting – Lincoln Lanes Bowling Alley
- September 21 KCHA Monthly Meeting – Hilton Garden Inn
- October 4 MLTA Legislative Day – Lansing
 - Also, mark your calendars for the NKOTB tour on 10/20!

Round Table Discussion – Paul Boynton, Board Meeting Paddleboarding Adventures

- Review of offerings; consider booking for your next team building exercise or recommend for patrons/guests looking for an alternate adventure!

Adjournment

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