



AGENDA

Date/Time: Thursday, June 20 – 3:30pm
Location: Watermark Country Club - VINTAGE
Cash Bar

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: Lisa Calhoun, KCHA President

Approval of March 2024 Meeting minutes (Jane motioned, approved)

Treasurer's Report & Membership Report – David Jibson, KCHA Treasurer (Tabled to September)

Monthly Discussion: AgriTourism in West Michigan plus Fruit Ridge Country Market Guide – Gordie Moeller.

PDF of 2024 brochure: <https://www.fruitridgemarket.com/wp-content/uploads/2024/03/REAP-Guide-2024-PROOF.pdf>

PDF of 2024 Michigan Agritourism Directory: https://issuu.com/michiganfarmfun/docs/2024_michigan_farm_fun_directory

Michigan Produce Availability Guide: <https://www.fruitridgemarket.com/wp-content/uploads/2014/04/mi-produce-availability.pdf>

- Michigan is the second most agriculturally diverse state in the country, behind California, at \$104 billion annually.
- Agriculture brings people from outside of the area to visit farms (u-pick, petting farms, corn mazes, wagon rides).
- Lots of families come and learn where their food comes from.
- 3 wineries in the Fruit Ridge area: Robinette's, Stoney Ridge and Dunneback's (also microbrewery + cidery).
- Dianna to provide link to presentations and other information from AgriTourism Summit which was held in early May in Traverse City (upon request), in conjunction with MSU Extension and Traverse City Tourism.
 - Michigan has over 47,000 farms with over 700 offering various agritourism activities.
- Other helpful ag-focused websites:
 - Michigan Ag Council: www.MichiganGrownMichiganGreat.com
 - Michigan Department of Agriculture: www.Michigan.gov/mdard
 - Michigan AgriTourism Association: www.MichiganFarmFun.com

Welcome from Host: Redwater Restaurant Group – Vanessa Snellgrove

- Cork has renovated, doubled in size, outside space increased, private dining at Vintage. Took a tour of the lower level, including a new cigar bar that will be updating.

Monthly Reports

- Experience Grand Rapids – *Dianna to request written update as notes were missing.*
- Grand Rapids Diversity & Inclusion – NA
- West Michigan Sports Commission – Meijer State Games starts Friday. July 9-14 – Pickleball. World Amateur Disc Golf coming up. Wednesday, Sept 18 Golf Outing at Thornapple.

- West Michigan Tourist Association – Kailey introduced new staff: Paula is the new membership sale director. Nikki is marketing including social media. LMCT 2024 is now available. New website is active at www.wmta.org.
- Travel Michigan / MEDC – Tourism Exchange a business-to-business platform for group travel, mainly in the European market. Emails from Travel Michigan will provide more detail. Dianna to resend email from MEDC.
- Women in Hospitality Leadership-Grand Rapids – Registration open for the November annual event in GR.
- Grand Valley State University – Kristy: Quiet as it is summer. Interns out and about.
- Ferris State University – Kaky: Advisory Board has changed format including a mentorship program. New program in Hospitality Supervision (managing people). Rolling out an online program for those with an associates degree with other community college. No other in the state.
- Grand Rapids Community College – NA
- Michigan Restaurant & Lodging Association – Jennifer: Regional industry mixer earlier this week in Bay City, one in October in Traverse City. Early bird pricing for WIL Annual Conference. Day before will have Hospitality Show with AHLA. Cocktail reception on November 19. Hospitality Training Institute continues. June 28 is deadline for the summer 12-week business course. Fall class locations are online (hybrid).
- Michigan Cares for Tourism – Jane: Big annual event in May at Belle Isle with 100 charter school students and other industry leaders (hot day). Adopt a Forest coming up in the fall – take your own team, pick a site off the DNR website and items for the clean-up will be sent to you. Registration is open on the website for that event. Fall 2025 is expected to be in Tawas Point area along Lake Huron.

Upcoming Meetings & Events (REMINDER NO MEMBERSHIP MEETINGS IN JULY & AUGUST)

- Thursday, June 20 – Membership Meeting @ Watermark Country Club
- Friday, June 21 – Meijer State Games Opening Ceremonies (7:30-9pm)
- September 13-28 - ArtPrize
- Thursday, September 19 – Membership Meeting (Location TBD)
- Thursday, October 17 – Membership Meeting (Location TBD)
- November 20 – WIL Annual Conference, JW Marriott Grand Rapids
- November 21-23 – Grand Rapids International Wine, Beer & Food Festival
- December TBD – Holiday Party

Round Table Discussion

Adjournment

Kent County Hospitality Association
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www.KentCountyHospitality.org
www.facebook.com/groups/KentCountyHospitality