

**2012-2017 Michigan Tourism Strategic Plan
Annual Implementation Committee Meeting
Grand Traverse Resort, Acme
1:45 – 4:45pm, March 11, 2014**

Agenda

1. Welcome and Overview of Agenda – Roger Curtis
2. Review of Governance and Funding Structure – Roger Curtis
3. Committee Reports
 - a. Service Excellence – Larry Schuler & Jennifer Zieger
 - b. Promotions, Marketing & Communications – Roger Curtis & Barry Owens
 - c. Funding – Jerome Toney & Steve Yencich
 - d. Collaboration, Cooperation & Partnerships – Julie Sprenger & Brad Van Dommelen
 - e. Product Development – Chris MacInnes
 - f. Public Policy & Government Support – George Moroz
 - g. Resources & Environment – Betty Workman & Maia Turek
 - h. Research & Technical Assistance – Susan Sherer
4. Discussion/Closing Comments – Roger Curtis and Sarah Nicholls