

**2012-2017 Michigan Tourism Strategic Plan
Annual Implementation Committee Meeting
Vandenberg A, Amway Grand Plaza, Grand Rapids
3-5pm, March 22, 2015**

Agenda

1. Welcome and Introduction – Travel Commission Chair Roger Curtis and Sarah Nicholls
2. Committee Reports
 - a. Collaboration, Cooperation & Partnerships – Julie Sprenger & Brad Van Dommelen
 - b. Funding – Steve Yencich
 - c. Product Development – Chris MacInnes
 - d. Promotions, Marketing & Communications – Roger Curtis & Barry Owens
 - e. Public Policy & Government Support – Jon Nunn & George Moroz
 - f. Research & Technical Assistance – John Madigan & Melisa Thom-Brown
 - g. Resources & Environment – Betty Workman & Maia Turek
 - h. Service Excellence – Larry Schuler
3. Discussion/Closing Comments – Roger Curtis and Sarah Nicholls