

**2012-2017 Michigan Tourism Strategic Plan  
Annual Implementation Committee Meeting  
Ballroom AB, Crowne Plaza, Lansing  
9:30am-2pm, November 9, 2015**

**Agenda**

1. Welcome and Introduction – Travel Commission Chair Christian Øverland, Travel Michigan Vice President Dave Lorenz and Sarah Nicholls
2. Committee Reports
  - a. Collaboration, Cooperation & Partnerships – Brad Van Dommelen
  - b. Funding – Steve Yencich
  - c. Product Development – Mike Busley
  - d. Promotions, Marketing & Communications – Barry Owens
  - e. Public Policy & Government Support – George Moroz
  - f. Research & Technical Assistance – John Madigan & Melisa Thom-Brown
  - g. Resources & Environment – Christian Øverland
  - h. Service Excellence – Larry Schuler & Jennifer Zieger
3. Discussion/Closing Comments – Travel Commission Chair Christian Øverland, Travel Michigan Vice President Dave Lorenz and Sarah Nicholls