

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
Lake Superior Room, MEDC Offices
10:00am – 2:00pm, April 24, 2014**

Agenda

1. Welcome/Introductions
2. Review of February 14 Meeting Notes
3. Update from March 8 Travel Commission Meeting – Travel Commissioner Mike Busley
4. Review of March 11 Annual MTSP Meeting – All
5. Prep for Guests: What's our message and/or our ask? All
6. 11am – Guest: Brian DeBano, President/CEO, Michigan Restaurant Association,
<http://www.michiganrestaurant.org/>
7. 12pm – Guest: Rob Fowler, President/CEO, Small Business Association of Michigan,
<https://sbam.org/>
8. Tips for Successful Tourism Collaboration – Linda Jones
9. Next Steps and Next Meeting

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Meeting Notes

In Attendance (in person): Brad Van Dommelen (Co-Chair), Barb Barden, Mike Busley, Mark Hitchcock, Patty Janes, Linda Jones, Dave Lorenz, Sarah Nicholls.

In Attendance (on phone): Michele Hirschfield.

Absent: Gordon Mackay, Julie Sprenger (Co-Chair).

Introductions – Made by all.

Review of February 14 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from March 8 Travel Commission Meeting – Travel Commissioner Mike Busley was absent from the March 8 TC meeting, no update given.

Prep for Guests – Discussion of ways in which CCP committee and broader tourism industry can work with these associations: joint/coordinated lobbying, presence at each other's conferences/tradeshows, sharing of each other's industry newsletters, partnerships between their members and their local CVBs. Using Pure Michigan as the common bond. Caution re. potential conflicts with other state entities. Would be useful to find out what the greatest challenges in their sector currently are.

Discussion with Brian DeBano, President/CEO, Michigan Restaurant Association
<http://www.michiganrestaurant.org/>

MRA has about 2,000 members representing about 4,000 units (chains and independents). Key member benefits = lobbying efforts; discounts on programs and services such as workers' compensation coverage and credit card processing; networking opportunities; educational and training opportunities; and, free membership of the National Restaurant Association (<http://www.michiganrestaurant.org/MRA/Membership/RestaurantJoin.aspx>). Legislative priorities for 2013-14 (including 'Continued Support for Tourism in Michigan'): <http://www.michiganrestaurant.org/MRA/GovernmentAffairs/LegislativePrioritiesforYear/MRA/GovernmentAffairs/Priorities.aspx?hkey=0a985bba-9708-4870-910a-c0687bf3355e>
There are no regional chapters but there are three territories. Lobbyist = Bret Marr, Muchmore Harrington Smalley & Associates (same as MLTA). Puts on the Michigan Restaurant Show (this is a tradeshow, not open to the public, in Novi each October – this

year = Oct 14 + 15 <http://www.michiganrestaurantshow.org/>). There are educational sessions but they tend not to be well attended. Publishes *The Michigan Restaurateur* on a bimonthly basis. Also publishes the *Michigan Restaurant News*, also bimonthly. Puts out a biweekly e-blast to all members, also a weekly government affairs e-blast. Willing to run tourism-related pieces in the magazine.

Opportunities he sees:

- Educate MRA members about getting their sites on michigan.org and on the use of the Pure Michigan logo (but chains can't be listed on michigan.org).
- TM/MEDC booth at Michigan Restaurant Show.

Opportunities for CCP, industry, e.g., CVBs:

- Engage area restaurants in customer service trainings, e.g., CTA program in Greater Lansing, Kalamazoo, Grand Rapids, Ann Arbor.

Discussion with Rob Fowler, President/CEO, Small Business Association of Michigan <https://sbam.org/>

SBAM has about 23,000 members across every county in the state (up from about 8,000 only seven years ago). A small business is defined as one that has less than 500 employees. Key member benefits = in six categories – human resources, operations, information technology, legal, sales and marketing, accounting and finance (<https://sbam.org/MemberBenefits>). “Hot Issues” that advocacy team is working on in 2014 = personal property tax exemption and minimum wage (<https://sbam.org/Advocacy/HotIssues>); has a new VP of Government Relations. Worked with MLTA on post-Labour Day school issue. Annual Meeting & Networking Luncheon has about 500 attendees, no educational sessions (in Lansing on June 19 in 2014). Co-hosts Michigan Celebrates Small Business (was on May 6 this year, at the Breslin Centre, <http://www.michigancelebrates.biz/history/>) and involved in the MEDC Pure Michigan DREAMJOB event (June 13, Ford Field, Detroit, <http://www.michiganbusiness.org/press-releases/pure-michigan-dreamjob-coming-to-ford-field-in-june/>). Publishes *Focus on Small Business* magazine, bimonthly. Also does a Monday e-blast. On Facebook, LinkedIn, Twitter and Google+.

Opportunities he sees:

- Encourage tourism industry to source more goods/services locally.

Tips for Successful Tourism Collaboration – Linda shared a worksheet/checklist that could be used before or during facilitated meetings to encourage people to think about their current and future collaborations.

Next Steps and Next Meeting –

- Brad will draft a thank you note/follow-up to Brian and Rob and share with all for edits before sending to each of them.
- Top three items identified for development into items for MRA and SBAM newsletters/magazines: general piece on the role of their members in the tourism industry; piece on use of Pure Michigan logo; piece on getting properties and events on michigan.org.
- Look out for a Doodle re. a next meeting after Labour Day.