

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
Amway Boardroom (Rm. 502C), DeVos Center, Grand Rapids
1-4pm, February 14, 2014**

Call-In Number: (616) 331 6426

Agenda

1. Welcome/Introductions – All
2. Review of November 8 Meeting Notes – All
3. Update from January 24 Travel Commission Meeting – Travel Commissioners Mike Busley and Julie Sprenger
4. Status of Action Items from September 20 and November 8 Meetings
 - a. Obj. 1 – partner survey – review of draft final report – Sarah/all
 - b. Obj. 1 – MI associations – review of association summaries – Sarah/all
 - c. Obj. 2 – CCP Toolbox on LinkedIn – review of activity – Sarah/all
 - d. General – bibliography of Michigan tourism economic impact studies – Patty
5. Next Steps and Next Meeting
 - a. Report at Governor’s Conference (afternoon of March 11)

**2012-2017 Michigan Tourism Strategic Plan
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Amway Boardroom (Rm. 502C), DeVos Center, Grand Rapids
1:30–4pm, February 14, 2014**

Meeting Notes

In Attendance: Brad Van Dommelen (Co-Chair), Mike Busley, Patty Janes, Dave Lorenz, Sarah Nicholls.

On Phone: Barb Barden, Michele Hirschfield, Mark Hitchcock.

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

Introductions – Made by all.

Review of November 8 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from January 24 Travel Commission Meeting – Mike Busley.

Travel Commissioner Mike Busley updated the group on the Jan 24 TC meeting. Most significant development = ongoing discussions re. governance and funding of MTSP. The MTSP gives the TC a purpose, and the TC is keen to take real leadership of this effort and to continue to align the industry. A TC subcommittee has been formed to discuss leadership and oversight, Chair Curtis presented this subcommittee's proposals re. a governance process and the structure of a funding mechanism to the TC for a vote on January 24. The repository of funds is a 501(c)(6) – the MI Tourism Plan Fund. The Fund will have a five-member board, including three Travel Commissioners (the Chair – currently Roger Curtis, the Funding Co-Chair – Jerry Toney, and one other) and two industry members (the Funding Co-Chair – Steve Yencich, and one other). The TC Chair will appoint the two 'others.' A Travel MI/MEDC representative will serve as an ex-officio member. The TC expects any item requiring funding – as well as any potentially controversial or divisive issue – to be brought to it for a vote prior to its implementation; SN and the TCers on each committee should decide where the line is between what does and does not need TC review/approval. The governance structure and details of the Fund will be discussed further at the March 9 TC meeting and presented at the meeting of all eight committees on March 11 (both at Governor's Conference on Tourism at Grand Traverse Resort).

Status of Action Items from September 20 and November 8 Meetings –

a. Obj. 1 – partner survey – review of draft final report – Sarah/all

The survey of the 42 advertising partners was first distributed in September. Thirty-five responses representing 34 different partnerships had been received as of February 10 (81% response rate). The draft final report prepared by Sarah and Louise was reviewed and a variety of recommendations regarding the program made. Three different versions of the report will be distributed:

1. Version as reviewed by CCP will be shared with survey respondents and Travel Michigan (before Governor's Conference).
2. Version as reviewed by CCP – plus recommendations – will be presented to Travel Commission on March 9 (will also be shared with Travel Michigan) (look out for a separate email within the week with a draft for your review).
3. One page summary of program and its benefits will be developed and shared with all CVBs/DMOs (look out for a separate email within the week with a draft for your review).

The various monthly and annual reports that partners receive from Travel Michigan were explained by Dave.

b. Obj. 1 – MI associations – review of association summaries – Sarah/all

Sarah and Louise developed a 1-2 page summary of the following associations (those identified as the most strategic potential partners at the Nov meeting): Associated Food and Petroleum Dealers; Michigan Association of Convenience Stores & Michigan Petroleum Association; Michigan Association of Realtors; Michigan Manufacturers Association; Michigan Restaurant Association; Michigan Retailers Association; Small Business Association of Michigan. Group decided to start by focusing on Michigan Restaurant Association and Small Business Association of Michigan. Invite one or both of their Presidents/CEOs to next CCP meeting, with intent of introducing MTSP, highlighting value of tourism to their sector, and requesting opportunity to make a presentation on tourism/the MTSP to their board or at their next annual conference.

c. Obj. 2 – CCP Toolbox on LinkedIn – review of activity – Sarah/all

The group has 354 members as of February 14. Sarah will continue to monitor the site and make themed announcements once every 1-2 weeks. All CCP committee members are encouraged to join/participate/send Sarah ideas for announcements.

d. General – bibliography of Michigan tourism economic impact studies – Patty – not discussed due to lack of time.

Next Steps and Next Meeting –

- MTSP meeting at Governor’s Conference (afternoon of March 11) – It is hoped by the Travel Commission that all committee members will attend this session. Co-Chairs will provide a five-minute report on these three items: (i) Prioritization of their goal’s objectives; (ii) Progress made in 2013; and (iii) Plans for 2014.
- Look out for Doodle re. next meeting in May/early June, with intent of meeting after that in late summer/early autumn.