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)
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.