

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
Benson Ford Research Centre Conference Room,
The Henry Ford, Dearborn
1-3pm, June 5 2015**

Agenda

1. Welcome/Introductions – All
2. Review of March 13 Meeting Notes – All
3. Update from March 22 and June 5 Travel Commission Meetings – Travel Commissioners Julie Sprenger and Mike Busley
4. Update from other MTSP Implementation Committees – Sarah Nicholls
5. Obj. #1 Partnerships
 - a. Niches – discuss rating exercise
6. Obj. #2 CCP Toolbox on LinkedIn
 - a. Strategies to increase membership and use
7. Obj. #4 Conference/Awards Program Participation
8. Next Steps and Next Meeting
 - a. Next meeting – afternoon of Th Sept 17 or Fri Sept 18 in Mackinaw City?

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Meeting Notes

In Attendance (in person): Julie Sprenger (Co-Chair), Brad Van Dommelen (Co-Chair), Barb Barden, Mike Busley, Dave Lorenz, Sarah Nicholls.

In Attendance (on phone): Linda Jones

Absent: Michele Hirschfield, Mark Hitchcock, Patty Janes, Gordon Mackay.

Review of March 13 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from March 22 and June 5 Travel Commission Meetings – Since all committee members present at this point in the meeting were in attendance at both TC meetings, no updates were made.

Update from/for other MTSP Implementation Committees –

From PMC: The final version of the Michigan Bicycle Tourism Marketing Plan was presented to the industry during the March 23 MTSP breakout session. A companion marketing plan template has also been developed, to allow other niches to replicate the process via which the bicycle plan was developed. In 2015 the committee will work with the craft brewery and equestrian segments to develop marketing plans for those niches.

From RE: At its most recent meeting the committee discussed the microbead legislation that is currently under development, as well as the development of a Michigan Tourism Stewardship Award and a zero waste best practices toolkit for festivals/events.

For SE: Dave described the ‘China Ready’ training program that he has recently learned about and is hoping to adopt or develop independently for implementation in MI. Here are two samples from LA and Copenhagen: <http://www.discoverlosangeles.com/chinaready>; . <http://www.visitcopenhagen.com/copenhagen/china-ready-training>. Sarah will share this info with the SE committee when it next meets on June 26.

For CCP and SE: Julie described discussions she has recently had with school officials in her area re. introducing hospitality training at the high school/AP level, i.e., in vocational/tech

centres. Sarah will acquire list of schools that offer hospitality training from MLTA and also ID any centres that already offer any hospitality training (with a preliminary focus on non-culinary programs since those seem more prevalent).

Objective One Partnership Programs –

Those present discussed the niche activity ranking activity and their varying interpretations thereof ☺ Upon further discussion, an alternative approach was adopted:

- 1) Develop a template about how to communicate with MEDC/get information on to michigan.org; include information about the redevelopment of the website and the opportunities that the new activity-focused approach will enable (liaise with John Madigan as the Travel Commissioner on the website redevelopment committee); use the wine page as a sample of a successful partnership page;
- 2) Send this template to representatives of all of the niches CCP previously identified and encourage those representatives to encourage their members to develop/send in content for michigan.org;
- 3) Also share the marketing plan template as developed by the PMC committee. Letter to niche representatives should come jointly from CCP and PMC. Also send to CVBs and associations.

Ultimate goal of this activity = for CCP to take a leadership role in facilitating the elevation of niche activities.

Objective Two CCP Toolbox on LinkedIn –

The site had 399 members as of June 5. But activity is sporadic. Such a site was one of the most commonly mentioned wants/needs during the development of the MTSP. Need to give people a reason to go (back) there. All CCP members are encouraged to post more frequently! Sarah to send email reminders to CCP members to post.

Objective Four Conference/Awards Program Participation –

No discussion. Reconsider at next meeting.

Next Steps and Next Meeting –

- Niches: Brad will contact John Madigan, Julie will draft cover letter, Linda will draft template.
- Next meeting – proposed to meet mid-afternoon of next TC meeting = Thursday Sept 17. Location – Mack. Island or Mack. City. Sarah will check for available space and confirm ASAP.