

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
The State Room, Kellogg Centre, East Lansing
1-5pm, March 13 2015**

Agenda

1. Welcome/Introductions – All
2. Review of October 15 2014 Meeting Notes – All
3. Update from January 14 Travel Commission Meeting – Dave Lorenz and Sarah Nicholls
4. Update from other MTSP Implementation Committees – Sarah Nicholls
5. Obj. #1 Partnership Programs
 - a. Evaluation of the Pure Michigan Advertising Partnership Program – repeat partner survey?
 - b. Partnering with other associations – Why Tourism Matters piece – wait to incorporate new economic impact data?
6. Obj. #2 CCP Toolbox on LinkedIn
 - a. Current membership
 - b. Strategies to increase membership and use
7. Obj. #4 Conference/Awards Program Participation
8. Next Steps and Next Meeting
 - a. Prep for March 22 Annual MTSP Meeting (presentation to be made by Julie and Brad)
 - b. Next meeting – late April/early May?

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
The State Room, Kellogg Centre, East Lansing, 1-4:30pm, March 13 2015**

Meeting Notes

In Attendance: Brad Van Dommelen (Co-Chair), Mark Hitchcock, Patty Janes, Linda Jones, Dave Lorenz, Sarah Nicholls.

Absent: Julie Sprenger (Co-Chair), Barb Barden, Mike Busley, Michele Hirschfield, Gordon Mackay.

Review of October 15 2014 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from January 14 Travel Commission Meeting – Linda Jones, Dave Lorenz, Sarah Nicholls

The January 14 meeting was preceded by a joint meeting with the Natural Resources Commission's Marketing, Partnership, Youth and Outreach Advisory Committee, an idea suggested by new Travel Commissioner John Madigan (Pictured Rocks Cruises). The main four agenda items at this joint meeting related to: (i) DNR customer data, priorities and marketing goals; (ii) Pure Michigan direction, goals and priorities; (iii) Pure Michigan/DNR partnerships; and (iv) the MTSP. It is anticipated that this joint meeting will become an annual occurrence. The regular TC meeting was the first attended by new Travel MI VP David West. David noted that he plans to bring as many TM staff as possible to each TC meeting.

Update from other MTSP Implementation Committees – Sarah Nicholls

The second annual meeting of all implementation committees will take place immediately following the March 22 Travel Commission meeting. This meeting will again be open to all industry members and will be the annual opportunity for committee Co-Chairs to present their (i) progress in the prior year and (ii) plans for the coming year.

The conference schedule also allows for two one-hour breakout sessions related to the MTSP during the Monday/Tuesday portion of the conference. These sessions will provide opportunities for committees to provide more detailed descriptions of actual or proposed activities, to solicit input regarding progress, etc. Days/times and topics are as follows:

Monday Mar 23 3:15-4:15pm

20-25 mins – Service Excellence – outline of proposed statewide Pure Michigan Promise hospitality training program

15-20 mins – Product Development (obj. 2 trails) – update on trails-related developments

15-20 mins – Promotions, Marketing & Communications – Michigan Bicycle Tourism Marketing Plan

Tuesday Mar 24 10:45-11:45am

Product Development (obj. 1 transportation) – presentation on/by "Safe Roads YES" coalition (note: both TICOM and MLTA have pledged their support for this effort)

From PPGS: Rep. Bruce Rendon, Chair of the House Tourism and Outdoor Recreation Committee, spoke at the March 2 meeting. Phase one of the Michigan Tourism Advocacy Legislative Toolkit, developed by TICOM with partial funding from the MI Tourism Plan Fund, is now complete: <http://www.mitourismadvocacy.com/>

From SE: Co-Chairs Larry Schuler and Jen Zieger and member Julie Pingston met with David West on Feb 9 to discuss the concept of a 'The Pure Michigan Promise' hospitality training program. David expressed support for this idea and is able to offer in-kind support in the way of some kind reward for participants. The committee is working on an RFP for program development and will present an outline of the possible components and content of the program during the March 23 MTSP breakout session.

From RTA: Co-Chairs John Madigan and Melisa Thom-Brown met with David West on Mar 6 to discuss RTA-related developments at Travel Michigan, specifically the commissioning of new figures from Tourism Economics. These directly address one of the most substantial of the industry's data needs/concerns – the overall economic impact of the industry – including not just direct but also indirect and induced effects – and will also include employment figures. State-level data will be revealed at the Governor's Conference; data for the prosperity regions and individual counties will follow in due course.

From PMC: The final version of the Michigan Bicycle Tourism Marketing Plan has been reviewed and approved, and will be 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.

Objective One Partnership Programs –

- Evaluation of the Pure Michigan Advertising Partnership Program – Discussion of the desirability of repeating the PM partner survey first conducted in fall 2013 and presented to the Travel Commission and to Travel Michigan in spring 2014. Agreed to wait until fall 2015. Also to add new questions regarding new partnership opportunities

added since fall 2013 (e.g., digital, Brand USA). Also to develop a companion survey for CVBs that have never participated in or have dropped out of the program.

- Discussion of (niche) activities and how CCP can follow up on and/or work separately with niche segments to help them develop more and more effective tourism partnerships.
 - CCP could take on implementation of the Michigan Bicycle Tourism Marketing Plan (to be released at the 2015 Gov's Conf.). This would be a nice way to transition activities between committees and would provide support to the bicycling community (which would appreciate help developing new and stronger relationships with the tourism sector). The PMC committee plans a meeting between a few of their members and selected bicycle tourism advocates (e.g., the leaders of the League of Michigan Bicyclists, Michigan Trails and Greenways Alliance, and Michigan Mountain Biking Association) to flesh out the tactics identified in the plan (who will do what and when, etc.); CCP could join this meeting. And/or ...
 - CCP could focus on other activities – ones that (i) are underdeveloped or underserved from a promotions and an organizational perspective but that (ii) offer good product in the state, (iii) could benefit from this kind of assistance and (iv) have demonstrated interest or desire to work together – to facilitate their partnering. Those present started a list of potential activities. All members to add to the list of activities by April 10, Sarah will then develop into an excel spreadsheet for rating by the members (similar to the rating exercise employed for associations last year).
 - Agritourism, art, beach-based, biking, birdwatching, boating, camping, casinos, craft breweries, cruising, equestrian, fishing, golf, hiking, hunting, lighthouses, motorbiking, museums, Native American culture, ORV, paddlesports, parks (local, county, state, national), skiing, snowmobiling, trails, underwater, wine.
- Partnering with other associations (follow up to meetings with MRA and SBAM in April)
 - Sarah developed a piece entitled 'Why Tourism Matters To You and Your Business!' for potential publication in relevant association newsletters. Committee reviewed draft. Revised version attached (for those present on 3/13, main changes are addition of final two sentences in first paragraph, and rewording of first sentence in final paragraph). We would want to include some imagery, e.g., TM's tourism infographic, imagery of downtown shopping and dining scenes. Need to wait for release of new economic impact data at conference to allow completion of blanks in first paragraph. Hope to send to at least MRA and SBAM by end of March.

- Dave developed a piece about how businesses can use michigan.org – not sure where that was published? Dave to send to Sarah.

Objective Two CCP Toolbox on LinkedIn –

The site had 394 members as of March 12. But activity is sporadic. Such a site was one of the most commonly mentioned wants/needs during the development of the MTSP. Discussion of how to increase the use/relevance of the site – 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 –

- Prep for March 22 Annual MTSP Meeting – Julie and Brad.
- Next meeting – proposed to meet day before TC meeting, to accommodate Julie's schedule – only scheduled meeting beyond March 22 = June 5 in Detroit so tentative meeting date/time = 11am June 4 (end time will depend on TC activities that afternoon) – Sarah will confirm location/time ASAP.
- Review list of activities under Obj #1 and send additions to Sarah by April 10 – all.
- Imagery for 'Why Tourism Matters' piece – Dave, Brad, Linda, do you have anything?
- Cover letter for 'Why Tourism Matters' piece – Sarah to send to Brad and Julie for review.
- Send out Dave's article and the MSUE PPT on tourism – Sarah.