

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
Michigan Room, Michigan International Speedway
1:30 – 4:00pm, November 8 2013**

Agenda

1. Welcome/Introductions – All
2. Review of September 20 Meeting Notes – All
3. Status of Action Items from June 27 and September 20 Meetings
 - a. Obj. 1 – partner survey – review of results to date – Sarah
 - b. Obj. 1 – MI associations
 - i. Review and discussion of results of ranking exercise – Sarah/All
 - ii. Invitation(s) to future meetings – All
 - c. Obj. 2 – CCP Toolbox on LinkedIn – Sarah
 - d. Obj. 2 – MSUE article on CCP Toolbox – Mark and Sarah
 - e. Obj. 4 – conference registration fees – Sarah
 - f. General – bibliography of Michigan tourism economic impact studies – Patty
4. Discussion of Funding/Research RFP – All
5. Next Steps and Next Meeting

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Meeting Notes

In Attendance: Julie Sprenger (Co-Chair), Brad Van Dommelen (Co-Chair), Barb Barden, Mike Busley, Mark Hitchcock, Dave Lorenz, Gordon Mackay, Sarah Nicholls, Louise Smith.

Absent: Michele Hirschfield, Patty Janes, Linda Jones.

Introductions – Made by all.

Status/Discussion of Action Items from June 27 and September 20 Meetings –

General – bibliography of Michigan tourism economic impact studies – Sarah will check with Patty re. status of this document.

Objective One: Grow and strengthen partnership programs and communicate their success to the industry.

Survey of advertising partners – The survey of the 42 advertising partners was first distributed in September. Thirty-four responses representing 33 different partnerships had been received as of November 6 (79% response rate). Results were reviewed. Responses to date are very positive – 90% of partners indicated that they are somewhat or extremely satisfied with the program and the two most commonly mentioned positive results of participation = increased business and increased industry/community pride. Sarah will work with Brad and Dave to encourage the participation of the remaining partners. A full written report will be prepared once all responses have been received, or at the end of November, whichever comes sooner; these final results will be presented at the next CCP meeting and then shared with Travel Michigan. Suggested that a one-two page summary also be produced for distribution to potential new partners, e.g., CVBs and their boards. This summary would include highlights of the key benefits partners have observed.

Michigan associations – Sarah and Louise compiled a list of nearly 80 associations around the state that might be of relevance to the implementation of the MTSP. These associations could be potential partners/strategic allies in terms of lobbying, attendance at the Governor's Conference, etc. Eight CCP committee members completed the rating exercise, scoring each association on (i) its relevance to the tourism industry/implementation of the MTSP and (ii) the tourism industry's ability to partner with/influence the association. The committee reviewed the combined results and identified a subset of associations for further investigation (including the Michigan Restaurant Association, Michigan Retailers

Association, Small Business Association of Michigan, Michigan Manufacturers Association, and Michigan Association of Realtors). Sarah and Louise will compile information about each of these, including mission, membership, etc. Discussion of potential to invite members of these groups to future CCP and/or Travel Commission meetings, to the Governor's Conference, etc., as well as the possibility of getting a presentation on tourism/the MTSP on the agenda of these associations' board meetings or on the program of their annual conferences.

Objective Two: Establish an online statewide toolbox or clearinghouse to support collaboration, cooperation and partnerships.

The MI Tourism Collaboration, Cooperation and Partnerships Toolbox was launched as a group on LinkedIn on September 9. The group had 321 members as of November 8. The challenge will be to maintain the momentum of the site, to keep the content current and the conversations active. PLEASE visit the group often and get involved in the discussions. The entire CCP committee should take responsibility for sustaining conversation on the site. Also send Sarah ideas for her weekly 'Announcement' – these are higher profile discussions because every group member receives an email about the weekly announcement and this topic is highlighted at the very top of the page. These will include periodic updates on the Governor's Conference, e.g., when registration opens, when final schedule announced, etc.

The description of the site that is available to potential membh and that is sent to all new members is as follows: "The CCP Toolbox is designed to facilitate the development of new, innovative and non-traditional collaboration, cooperation and partnerships that will increase and improve tourism activity throughout the state. Please use this site to share best practices and resources, to seek and offer assistance with current and proposed projects, and to otherwise benefit the tourism industry throughout the state!"

Sarah worked with Mark Hitchcock (CCP committee member and MSUE educator) to post a short news piece on the CCP Toolbox on the MSUE website: Hitchcock, M., and Nicholls, S. (2013). New collaboration, cooperation and partnerships toolbox launched! Michigan State University Extension website, http://msue.anr.msu.edu/news/new_collaboration_cooperation_and_partnerships_toolbox_launched.

Objective Four: Increase the number and diversity of participants in the annual Governor's Conference on Tourism and in the associated industry awards programs.

Conference registration fees – As reported at the September meeting, Sarah and Louise prepared a list of all the state tourism conferences, including website, length, fee and fee/day. Of the 39 states for which 2013 data are currently available, Michigan's fee is the 16th highest (\$329 in 2013, range across all states = \$50 to \$499) and Michigan's fee/day is the 7th highest (\$219 per day, range across all states = \$50 to \$297). Given the objective – to increase attendance – the fee is especially relevant to smaller and more distant entities for which the total cost of attending might exceed \$1,000. Sarah did approach Steve Yencich/MLTA regarding the possibility of a discount for first time attendees, Steve will discuss this with his board and get back to her.

Discussion of Funding/Research RFP – An RFP related to the preliminary research and funding needs of the MTSP implementation committees was distributed on behalf of the Funding and Research/Technical Assistance committees on Sept 15. The RFP encourages the committees to concentrate on the identification and acquisition of data, research and/or technical assistance that specifically relate to (i) the development of metrics for the plan’s objectives and/or (ii) the procurement of baseline data against which progress towards those objectives can be measured. These are expected to be relatively small asks (especially in light of Travel Commission discussion regarding management and disbursement of funds earlier today) and there doesn’t seem to be anything of that small a scope for CCP to apply for as of now. Noted that there will be multiple calls over the five year period, so several more opportunities.

Next Steps and Next Meeting – Doodle coming soon for an afternoon meeting in Lansing in January.

Action Items

- General
 - Sarah will check with Patty re. bibliography of MI tourism economic impact studies.
 - Sarah/Louise will prepare list of other sectors’ economic impact studies.
- Obj. 1 (ad partner survey)
 - Sarah will send reminder to Detroit, Brad and Dave to all other non-respondents.
 - Once 90% response received (38/42 partners) – or at end of November – Sarah will prepare final written report and provide overview at the next CCP meeting.
 - Sarah will also prepare a one-two page draft of a summary document for distribution to potential new partners.
 - Dave will send samples of Michigan.org reports (for all listings and for partners).
- Obj. 1 (associations)
 - Sarah and Louise will collate some information regarding the associations identified as highest priority for potential collaboration/partnerships.
- Obj. 2 (CCP Toolbox)
 - Sarah will continue to monitor site and make themed ‘announcements’ once every 1-2 weeks.
 - All CCP committee members are encouraged to join/participate/send Sarah ideas for announcements.