

**2012-2017 Michigan Tourism Strategic Plan  
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting  
Mozart Room, Bavarian Inn Lodge, 2-5:30pm, October 15, 2014**

**Agenda**

1. Welcome/Introductions – All
2. Update from September 12 Travel Commission Meeting – Travel Commissioner Julie Sprenger
3. Review of April 24 Meeting Notes – All
4. Meetings with Brian DeBano (President/CEO, Michigan Restaurant Association) and Rob Fowler (President/CEO, Small Business Association of Michigan)
  - a. Recap of discussion – All
  - b. Next steps – newsletter articles – Dave Lorenz
5. Evaluation of the Pure Michigan Advertising Partnership Program – Reaction/Response from Travel Michigan – Dave Lorenz
6. Update on CCP Toolbox on LinkedIn – Sarah Nicholls
7. Update on Governor’s Conference – theme = collaboration – Sarah Nicholls, Dave Lorenz, Linda Jones
8. Next Steps and Next Meeting

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**Meeting Notes**

**In Attendance:** Julie Sprenger (Co-Chair), Brad Van Dommelen (Co-Chair), Mark Hitchcock, Linda Jones, Dave Lorenz, Gordon Mackay, Sarah Nicholls.

**Absent:** Barb Barden, Mike Busley, Michele Hirschfield, Patty Janes.

**Review of April 24 Meeting Notes** – Notes reviewed and approved, no changes or additions made.

**Update from September 12 Travel Commission Meeting** – Major topics of discussion included the VP position (unfilled as of September 12, announcement regarding hiring of David West made on October 13 (<http://www.michigan.org/pressreleases/david-west-named-vice-president-of-travel-michigan/>)); the sponsorship of the Tigers and the Pure MI 400; and, the MTSP implementation contract with MSU. Two commissioners rotated off as of August (Susan Sherer and Betty Workman); to date one new member has been announced = John Madigan, General Manager/Co-Owner, Pictured Rocks Cruises.

**Recap of/Follow-Up re. Meetings with Brian DeBano (President/CEO, Michigan Restaurant Association) and Rob Fowler (President/CEO, Small Business Association of Michigan)** – The CCP committee met with Brian and Rob in April to discuss ways in which the tourism industry can work with these associations on activities such as joint/coordinated lobbying; presence at each other’s conferences/tradeshows; sharing of each other’s industry newsletters; and, partnerships between their members and their local CVBs. Linda shared two newsletters on (i) Michigan wines and (ii) culinary tourism that the MI Grape and Wine Industry Council have recently developed (the latter appeared in the October edition of *Michigan Restaurateur*). Dave will follow-up on text that could be developed into pieces on the use of the Pure Michigan logo and on how to get properties and events on michigan.org (note that chains cannot be listed on michigan.org). Suggestion had been made that TM/MEDC have a booth at the MRA Show; TM/MEDC does not have such a booth. Sarah will work with students from her senior-level class to develop a general ‘why tourism matters’ piece for SBAM, with a focus on the role and benefits of tourism assets vis-à-vis (re)development and business/employee (re)location (especially re. hospitals, universities, gas stations and convenience stores). A piece on the importance of service excellence and on programs such as the Certified Tourism Ambassador program that has been adopted in Lansing, Kalamazoo and Grand Rapids was also suggested; focus would be on how to generate a greater sense of being an ambassador for one’s community amongst a broader set of employees. MEDC will be able to share imagery for any of these articles. Mark will share MSUE’s ‘understanding tourism’ PPT.

**Evaluation of the Pure Michigan Advertising Partnership Program – Reaction/Response from Travel Michigan** – Ken Yarsevich (the advertising specialist who manages the marketing partnership program) did review the report but there is no formal response from TM/MEDC. Two meetings re. next year’s program are scheduled with the partners for November 3 (one for national, one for regional).

**Update on CCP Toolbox on LinkedIn** – The site had 393 members as of October 15. But activity is sporadic. Such a site was one of the more commonly mentioned wants/needs during the development of the MTSP. Discussion of how to increase use/relevance of the site. All CCP members are encouraged to post more frequently!

**Update on Governor’s Conference** – The theme of the 2015 conference is collaboration. General session speakers will be encouraged to weave this theme into their presentations.

**Next Steps and Next Meeting –**

- Top three items identified for development into items for MRA and SBAM newsletters/magazines: general piece on the role of their members in the tourism industry; piece on use of Pure Michigan logo; piece on getting properties and events on michigan.org.
- Suggested that next meeting take place in January 2015 – Sarah will send Doodle in November or once 2015 TC meeting dates set.