

**2012-2017 Michigan Tourism Strategic Plan
Collaboration, Cooperation & Partnerships (CCP) Committee Meeting
Museum Room, Grand Hotel, 1:00-3:30pm, September 24 2015**

Agenda

1. Welcome/Introductions – All
2. Review of June 5 Meeting Notes – All
3. Update from September 24 Travel Commission Meeting – Travel Commissioners Julie Sprenger and Mike Busley
4. Fall 2015 MTSP Summit – Mon Nov 9 9:30am–2pm – Lansing – Sarah Nicholls
5. Update from other MTSP Implementation Committees – Sarah Nicholls
6. Obj. #1 Partnerships
 - a. Association newsletter pieces/presentations
 - i. Small Business Association of Michigan
 - ii. Michigan Restaurant Association
 - iii. Michigan Retailers Association
 - iv. Michigan Association of Counties
 - b. Repeat of Travel Michigan advertising partnership survey
 - i. Timing
 - ii. Revised/additional questions
 - c. Niches
 - i. Discussion with John Madigan – Brad Van Dommelen
 - ii. Cover letter – Julie Sprenger
 - iii. Template – Linda Jones
 - iv. Marketing template + list of groups/associations – Sarah Nicholls
7. Obj. #2 CCP Toolbox on LinkedIn
 - a. Strategies to increase membership and use (407 members as of Sept 19)
8. Obj. #3 Regional Tourism Organizations
9. Obj. #4 Conference/Awards Program Participation
10. Next Steps and Next Meeting

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Meeting Notes

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

In Attendance (on phone): Michele Hirschfield.

Absent: Barb Barden, Mark Hitchcock, Patty Janes, Linda Jones, Gordon Mackay.

Review of June 5 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from September 24 Travel Commission Meeting –

The September 24 meeting was preceded on the afternoon of September 23 by a two-hour presentation/discussion led by MEDC about recent US and Michigan travel research. This was the first meeting under the new TC Chair (Christian Øverland, The Henry Ford) and new TC Vice Chair (Stephen Kircher, Boyne), and new Travel Michigan VP Dave Lorenz.

Two new TC members were announced on August 19 and both attended the September 24 meeting: Charles Burns, of Novi, and Sammie Lukaskiewicz, of Jackson (http://www.michigan.gov/snyder/0,4668,7-277-57577_57657_59871-362774--00.html). TC members Mike Busley and Jon Nunn were also reappointed.

“Burns is general manager of the Chevrolet Detroit Belle Isle Grand Prix. Previously, he served as director of security for the IndyCar Series and the Indianapolis Motor Speedway. Burns is the treasurer of the Detroit Metro Convention Visitors Bureau Board, where he also serves on the executive committee. He sits on the boards of MotorCities National Heritage Area and Challenge Detroit. He replaces Susan Sherer.

Lukaskiewicz is senior director of communications at the Michigan International Speedway where she oversees the integrated marketing communications team responsible for public relations, media relations, advertising, marketing, consumer marketing, promotions, and social media. Lukaskiewicz is on the board of directors of Brooklyn Irish Hills Chamber of Commerce and is a member of the Automotive Press Association. She earned a bachelor’s degree in journalism from the University of Texas and a master’s degree in management and leadership from Webster University. She replaces Roger Curtis.”

Agenda items included: an update from the Highway Hospitality Committee (by Bill Wahl, MDOT); MTSP updates by Sarah and each of the eight committee co-chairs; a presentation about the role and responsibilities of the Travel Commission by MEDC Senior Corporate Counsel; and, a brand marketing update by McCann Erickson. Also discussed: need to start planning in 2016 for development of next MTSP (to begin 2018); second joint meeting of the TC with the Natural Resources Commission's Marketing, Partnership, Youth and Outreach Advisory Committee (tentatively scheduled for January 2016); reissuing of michigan.org website redevelopment RFP; and, budget issues at MEDC ("The Michigan Economic Development Corporation today announced 65 layoffs and a 27 percent cut in funding, effective Oct. 1, according to multiple news outlets and confirmed to MiBiz by an MEDC spokesperson" <http://mibiz.com/item/22891-medc-announces-layoffs.-budget-cuts>).

Fall 2015 MTSP Summit – Monday November 9 9:30am–2pm – Lansing

The second annual meeting of all implementation committees took place immediately following the March 22 Travel Commission meeting. This meeting was open to all industry members and provided the annual opportunity for committee Co-Chairs to present their (i) progress in the prior year and (ii) plans for the coming year. Attendance in 2014 (when the meeting was placed on the Tuesday afternoon of the conference, following the closing luncheon) was ~ 100; attendance this year was ~ 35, with especially low TM participation. Room size, layout and location were also not ideal. After discussion of how to increase attendance at this meeting, suggested by Sarah to organize a ½ day MTSP Summit in the autumn, without the distraction of the conference, in a central location such as Lansing (for all committee members + any interested industry members); Travel Commission discussed and approved this idea at their June meeting.

The Fall 2015 MTSP Summit will take place Monday November 9 9:30am–2pm in Lansing. It is hoped that all members of all eight committees will attend; also open to any other interested industry members. Each committee will have c. 30 minutes for their presentation and audience questions/discussion. This date will represent the approximate half-way mark in MTSP implementation.

Objective One Partnership Programs –

SBAM Article: An article entitled, 'Why Tourism Matters To You and Your Business,' by Sarah and one of her students Meghan Woods, was published in the Small Business Association of Michigan's *Focus Magazine* (September/October issue, pages 18-19). Hard copies provided at meeting. Circulation ~ 23,000. Sarah is working with Sally Laukitis on possible publication of a similar article by the Michigan Retailers Association (Sally's brother is their CEO).

Michigan Association of Counties Presentation: Sarah served on a panel at the Michigan Association of Counties Annual Conference in Traverse City, September 20-22. Her presentation was called, 'Building a Rural Economy: The Role of Tourism.' Session was well attended, several counties indicated interest in a follow-up presentation to their commissioners.

Niches: Decided that for now committee should simply direct niche associations/ representatives to relevant spots on michigan.org, e.g., where to post properties, events and deals. Revisit this topic once website redevelopment further along.

Objective Two CCP Toolbox on LinkedIn -

The site had 407 members as of September 23. 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.

Prioritization of Objectives - for inclusion in presentation at November Summit.

#1 partnerships, #2 CCP Toolbox, #3 regional organizations, #4 conference/awards.