

**2012-2017 Michigan Tourism Strategic Plan
Funding Committee Meeting
Grand Hotel Offices, Okemos, December 16, 2-5pm**

Call-In Info: 1.800.582.3014, Password 328 37 8910

Agenda

1. Welcome and Introductions – All
2. Review of October 10 Meeting Notes
3. Update from November 7 Travel Commission Meeting – Travel Commissioners Jerry Toney, Bill Parlberg and Stephen Kircher
4. Objective One – Increase funding for the Pure Michigan tourism campaign to \$50 million by 2017 and establish Michigan in the top five highest funded states for tourism marketing.
 - a. Update on 2014-5 funding level and rank
 - b. Strategy for 2015 and beyond
5. Objective Two – Identify sources of and raise sufficient funds to meet costs of other (non-promotion/ marketing) strategic plan initiatives.
 - a. MI Tourism Plan Fund
 - i. Update from Board meeting(s)
 - ii. Bylaws
 - b. Raising of funds
 - i. Contributions to date
 - ii. Industry-wide solicitation – who, when, how, etc.
6. Next Steps and Next Meeting

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Meeting Notes

In Attendance (in person): Jerome Toney (Co-Chair), Steve Yencich (Co-Chair), Sarah Nicholls.

In Attendance (on phone): Bill Parlberg, Rick Winn.

Absent: Mary Carroll, Linda Hoath, Stephen Kircher, Mike O'Callaghan.

Review of October 10 Meeting Notes – Reviewed and approved, no changes or additions made.

Update from November 7 Travel Commission Meeting – Travel Commissioners Jerry Toney and Bill Parlberg reported on the discussion of Welcome Center visitor numbers, road/bridge funding, and the upcoming joint meeting with the Natural Resources Commission (January 15 in East Lansing). Additional discussion of the December 12 TC meeting with new Travel Michigan VP David West. Need to emphasize importance of MTSP to David; his January 'listening tour' represents one opportunity for TCers and others in the industry to do that.

Update on Objective One – \$50 million by 2017 – The 2014-15 TM budget is unchanged at \$29 million. The industry needs to maintain contact with the legislature and not become complacent. Questions: What impact will loss of two national partners have? How will those matching monies be spent instead? Noted that even if the industry was supportive, an increasingly conservative Senate would be unlikely to approve any kind of industry tax increase.

Discussion of Objective Two – Funding of Strategic Plan Initiatives –

- a. MI Tourism Plan Fund – The board has been formed and has met twice, most recently on December 15. Membership is as follows: three Travel Commissioners (TC Chair – Roger Curtis; Funding Committee Co-Chair – Jerry Toney; one other TC member – Bill Parlberg) and two industry Members (Funding Committee Co-Chair – Steve Yencich; one other industry member – Greg Ayers). The bylaws will soon be completed. The current fund balance is approximately \$35,000.
- b. Raising of funds – Over \$40,000 has been raised to date. The list of contributors is posted on the MTSP website, as is the form via which donations can be made (this needs to be updated to reflect MLTA's new mailing address). Contributions on the way

from Mackinac Island, Discover Kalamazoo and The Henry Ford. Steve will develop another industry-wide solicitation, including a listing of contributors to date and of projects funded, for distribution in the spring. Discussion of development of a GoFundMe site; Jerry will check with Grand legal to see whether he can be listed as the host of that site.

- c. Disbursement of funds – Two funding requests have been received/approved to date: PMC – \$5,000 (to MSU for international student survey) and PPGS – \$1,950 (to TICOM for online advocacy toolkit).

Next Steps and Next Meeting –

- Proposed to meet after February 11 MI Tourism Plan Fund Board meeting – Sarah will check the availability of the other committee members.
- Committee requests 15 minutes during one of the two MTSP break-out sessions at the Governor’s Conference to present/promote the GoFundMe site.
- Note: Jerry will not be in attendance at the Governor’s Conference.