

**2012-2017 Michigan Tourism Strategic Plan
Funding Committee Meeting
Via Conference Call, July 28 2015, 3-5pm**

**Call-In Info: go to: <https://www.uberconference.com/stevey>
or call 517-258-1158 (no PIN needed)**

Agenda

1. Welcome and Introductions – All
2. Review of December 16 2014 Meeting Notes – All
3. Update from January 15, March 22 and June 5 Travel Commission Meetings – Travel Commissioners Jerry Toney, Bill Parlberg and Stephen Kircher
4. Update from Other MTSP Committees – Sarah Nicholls
5. 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 and 2015-16 funding levels
 - b. Strategy for 2016 and beyond
6. 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. Recent contributions
 - iii. Current balance
 - iv. Next industry-wide solicitation – who, when, how, etc.
7. Next Steps and Next Meeting

**2012-2017 Michigan Tourism Strategic Plan
Funding Committee Meeting
Via Conference Call, July 28 2015, 3-4:15pm**

Meeting Notes

In Attendance: Jerome Toney (Co-Chair), Steve Yencich (Co-Chair), Mary Carroll, Stephen Kircher, Mike O’Callaghan, Bill Parlberg, Rick Winn, Sarah Nicholls.

Absent: Linda Hoath.

Review of December 2016 2014 Meeting Notes – Reviewed, edited and approved.

Update from January 15, March 22 and June 5 Travel Commission Meetings –

The January 15 meeting (in East Lansing) 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 then-new Travel MI VP David West.

The March 22 meeting (Amway Grand Plaza, Grand Rapids) included discussion of TC opinions re. Proposition 1; while the TC did not publicly endorsed Prop. 1, it is highly supportive of any/all transportation infrastructure improvements. Presentation by David West featured some 2014 visitation data, ideas about how to evolve the campaign (e.g., how to appeal to millennials), and an update on the website redevelopment process/RFP.

The June 5 meeting (The Henry Ford, Dearborn) included an update on the website redevelopment process/RFP and announcement of three new TM positions (web manager, content manager, PR coordinator). Annual TC leadership transitions were also voted on: new Chair = Christian Øverland (The Henry Ford) and new Vice Chair = Stephen Kircher (Boyne). Noted at Funding meeting that as new TC Chair Christian will need to join the Board of the MI Tourism Plan Fund.

September TC meeting will take place on the 24th at Grand Hotel.

Update from Other MTSP Committees – There are currently no funding requests pending from any of the other seven committees. Each committee is scheduled to meet in the next two months; Sarah will remind each group of the existence of the MI Tourism Plan Fund and ask each to prep a list of possible funding requests for 2015-16.

Update on Objective One – \$50 million by 2017 – The 2015-16 TM budget is projected to increase by \$4 million to \$33 million. However, other states are seeing larger increases and so Michigan's ranking is actually dropping. Sarah will prep a list of all states' tourism funding levels for 2014-15 and attempt to do same for 2015-16 before the Sept TC meeting.

Objective Two – Funding of Strategic Plan Initiatives – MI Tourism Plan Fund –

The board is close to finalizing its bylaws. Approximately \$17K has been donated this calendar year, bringing the current balance to approx. \$51K. Sarah will update list of donors on MTSP website.

Two funding requests have been approved to date: PMC – \$5,000 (to MSU for international student survey) and PPGS – \$1,950 (to TICOM for online advocacy toolkit). These are the only two applications that have been made.

Discussion of: (i) how to demonstrate importance of fund (e.g., distribute key findings and recommendations of international student survey, ask TICOM for Advocacy Legislative Toolkit user data/feedback); (ii) allowable uses of fund (e.g., is lobbying legal?); and (iii) desirability of building up an emergency fund to address unanticipated issues. Could also use fund to develop next strategic plan (current MTSP expires at end of 2017 with evaluation planned for first quarter of 2018, next plan should ideally be generated before or soon after that date to avoid gap between plans as occurred last time around).

Next Steps and Next Meeting –

- Sarah to send following items to committee members: key findings of MSU international student survey; MTSP governance structure; MTSP funding RFP document; document summarising sources of state tourism funding. Sent July 29.
- Prior to the Sept 24 TC meeting Sarah will update the document summarising sources of state tourism funding (in progress) and also prep a list of state tourism funding levels for 2014-2015 and 2015-16 (close to completion).
- Sarah will send a Doodle re. a meeting in late October/early November once November TC meeting date is confirmed. Prior to that meeting Sarah will remind all other MTSP committees of the existence of the MI Tourism Plan Fund and ask each to prep a list of possible funding requests for 2015-16.