

**2012-2017 Michigan Tourism Strategic Plan
Funding Committee Meeting
Crystal Mountain Resort, October 10, 1:30-3:30pm**

Agenda

1. Welcome and Introductions – All
2. Review of April 11 Meeting Notes
3. Update from June 27, July 2 and September 12 Travel Commission Meetings – 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 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.
 - c. Disbursement of funds
 - i. PMC: \$5,000 (to MSU for international student survey)
 - ii. PPGS: \$1,950 (to TICOM for online Advocacy Toolkit)
6. Next Steps and Next Meeting

**2012-2017 Michigan Tourism Strategic Plan
Funding Committee Meeting
Crystal Mountain Resort, October 10, 1:30-3:30pm**

Meeting Notes

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

In Attendance (on phone): Bill Parlberg, Stephen Kircher, Rick Winn, Steve Yencich (Co-Chair).

Absent: Linda Hoath, Mike O'Callaghan.

Review of April 11 Meeting Notes – Noted by Mary that Susan Sherer listed as both present and absent. No other changes or additions made.

Update from September 12 Travel Commission Meeting – Travel Commissioners Jerry Toney, Bill Parlberg and Stephen Kircher

Major topics of discussion included the VP position (unfilled as of September 12, announcement regarding hiring of David West made by MEDC 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.

Update on Objective One – \$50 million by 2017 – The Governor's original proposal for the 2014-15 budget included an additional \$2 million for Pure Michigan; that has since been eliminated, leaving the total at \$29 million. The industry needs to maintain contact with the legislature. Key time to mobilise will be December/January. Phase 1 of the online advocacy toolkit being developed on behalf of the Travel Commission and the MTSP by TICOM should be available by early December.

Discussion of Objective Two – Funding of Strategic Plan Initiatives –

- a. MI Tourism Plan Fund – The board has been formed and has met once. 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). A draft set of bylaws has been developed and is under review.

- b. Raising of funds – Approximately \$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. Jerry will be soliciting donations from Mackinac Island once the season is ended. Steve will develop another industry-wide solicitation, including a listing of contributors to date and of projects funded. Discussion of development of a GoFundMe site. MACVB next meets December 5 – two opportunities: (i) to solicit donations from CVBs, and (ii) to ask CVBs to solicit donations from their members (Bill had much success with his ask of Frankenmuth-based businesses).
- 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 in second or third weeks of December – Sarah will send Doodle.