

**2012-2017 Michigan Tourism Strategic Plan  
Promotion, Marketing & Communications (PMC) Committee Meeting  
The State Room, Kellogg Centre, East Lansing  
10:30am-1:30pm, April 17 2015**

**Agenda**

~ lunch will be ordered from the menu ~

1. Welcome and Introductions – All
2. Review of March 9 Meeting Notes – All
3. Update from March 22 Travel Commission Meeting – Travel Commissioners Roger Curtis and Sally Laukitis
4. Update from other MTSP Implementation Committees – Sarah Nicholls
5. Next Steps re. Michigan Bicycle Tourism Marketing Plan – All
6. Marketing Plans for Craft Beer and Equine – All
7. Update on/Next Steps re. International Students – Sarah Nicholls/All
8. Next Steps and Next Meeting – All

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**Meeting Notes**

**In attendance:** Roger Curtis (Co-Chair), Camille Jourden-Mark, Stefanie Kulpe, Sally Laukitis, Kristin Phillips, Dave Serino, Jill Stone, Sarah Nicholls.

**Absent:** Barry Owens (Co-Chair), Jennifer Zieger.

**Review of March 9 Meeting Notes** – Change year of note preparation to 2015!

**Update from March 22 Travel Commission Meeting** –

Discussion of TC opinions re. Proposition 1. Both MLTA and TICOM do support the proposition. While the TC has 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.

**Update from other MTSP Implementation Committees** –

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, 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. Discussion of how to increase attendance at this meeting. Suggested by Sarah to organize a ½ day MTSP Summit in the autumn in a central location such as Lansing (for all committee members + any interested industry members); Travel Commission will discuss this idea at their next meeting.

Discussion of Monday afternoon breakout session, which featured presentations by Service Excellence (outline of proposed statewide Pure Michigan Promise hospitality training program), Product Development (update on trails-related developments) and PMC (presentation of Michigan Bicycle Tourism Marketing Plan). Attendance ~ 35, quite active participation (lots of questions, could have used more time).

No other committees have met since the March 22 meeting so no other reports to be made.

### **Review/Discussion of Bicycle Tourism Marketing Plan –**

Per item above, the plan was presented at the conference and was received well. Next step = to encourage/assist with implementation. Sarah has emailed the leaders of the three main bicycle groups (League of Michigan Bicyclists, Michigan Mountain Biking Association, Michigan Trails and Greenways Alliance) but no response as of yet. Should also identify most active/interested bike shop/tour company representatives as well as CVBs to participate in the implementation process. Sally/Holland CVB are willing to assist with follow-up activities/meetings.

### **Trails App/Data Portal –**

Kristin reported on the DNR's pilot trails app (for Marquette County). This involves an open data portal that will hopefully be adopted by more trails across the state. Allows for multiple levels/types of owner/manager across different jurisdictions and for standard terminology re. surface, etc.

### **Next Steps and Next Meeting –**

Activities for 2015:

- Next/final step on Bicycle Tourism Plan: Identify who will do what and when for each tactic – meet with leaders of LMB, MMBA, MTGA and selected bike shop/ tour company representatives – who would be willing to participate in that meeting?
- Develop a Michigan Craft Brew Tourism Marketing Plan
- Develop a Michigan Equestrian Tourism Marketing Plan (Sarah will do this via her role as a member of the MI Trails Advisory Council and the statewide tourism representative on the Equine Trails Subcommittee of the Council)
- Identify and execute next steps on international student project