

**2012-2017 Michigan Tourism Strategic Plan  
Promotion, Marketing & Communications (PMC) Committee Meeting  
Michigan International Speedway, Brooklyn, 10am – 4pm, July 30 2014**

**Agenda**

1. Welcome and Introductions – All
2. Review of December 19 2013 Meeting Notes – All
3. Update from January 24, March 8, June 27 and July 2 Travel Commission Meetings –  
Travel Commissioners Roger Curtis and Sally Laukitis
4. Review of March 11 Annual MTSP Meeting – All
5. Update on Travel/Pure Michigan + VP Position – Roger Curtis, Sally Laukitis?
6. Discussion of International Student Survey – All
7. Discussion of Bicycle Tourism Forum and Marketing Plan – All
8. Next Steps and Next Meeting – All

**2012-2017 Michigan Tourism Strategic Plan  
Promotion, Marketing & Communications (PMC) Committee Meeting  
Michigan International Speedway, Brooklyn, 10am – 3pm, July 30 2014**

**Meeting Notes**

**In attendance:** Roger Curtis (Co-Chair), Sally Laukitis, Kristin Phillips, Dave Serino, Jennifer Zieger, Sarah Nicholls.

**Absent:** Barry Owens (Co-Chair), Allen Crater, Camille Jourden-Mark, Stefanie Kulpe, Jill Stone.

**Review of December 19 2013 Meeting Notes** – No additions or changes made.

**Update from January 24, March 8, June 27 and July 2 Travel Commission Meetings** –

Most significant development = discussions re. governance and funding of the MTSP. The TC is keen to take real leadership of this effort and to continue to align the industry. A TC subcommittee was formed to discuss leadership and oversight, TC Chair Curtis presented this subcommittee's proposals re. a governance process and the structure of a funding mechanism to the TC for a vote at its January meeting and the approved process/structure was then presented to all those present at the March 8 TC meeting and the March 11 annual MTSP meeting. The funding request process has since been revised to allow more time for TC review of proposals/requests and to accommodate industry comment. The TC reviews and (dis)approves funding requests; monies comes from the MI Tourism Plan Fund, a 501(c)(6) set up for the purpose of funding MTSP-related projects; the MTSP Funding Committee is responsible for raising the funds to support that entity. The MI Tourism Plan Fund is overseen by a five-person board consisting of Travel Commissioners Curtis, Toney and Parlberg, Funding Committee Co-Chair Steve Yencich, and Greg Ayers (Discover Kalamazoo).

**Review of March 11 Annual MTSP Meeting** – Next year's meeting will be held immediately following the TC meeting on the Sunday afternoon of the Governor's Conference (so March 22 in Grand Rapids).

**Update on Travel MI/Pure Michigan** – The Travel MI VP position remains unfilled.

**Discussion of International Student Survey** –

A first draft of the numeric results of the international student survey was reviewed; open-ended responses remain to be analysed (pending translation). Sarah will share a first draft of a full written report prior to the next PMC meeting, including the additional analyses suggested. Follow-up activities discussed include replication of the survey at other schools

(Sally would like to see this done at Hope College) and focus groups with MSU students to further understand issues such as how/to what extent students learn/know about MI destinations, their preferred activities, characteristics of those who visit them, and what the industry can do to facilitate their travel within/around the state. Note: since we met Sarah has identified a Master's student who would like to work on this topic for his project.

### **Discussion of Bicycle Tourism Forum and Marketing Plan –**

The niche market survey that was sent to all CVBs (with 50 responses) identified biking as an activity that is both one of the top 5-10 niche activities that have historically been most popular with visitors and one of the 5-10 niche activities that are currently most rapidly emerging. The Michigan Bicycle Tourism Forum was held April 16 in Lansing with more than thirty MTSP implementation committee members, CVB representatives and bike event organisers/bike tour operators/bike shop owners in attendance (see roster attached).

Those present reviewed the input from the forum, which included three major activities focusing on Michigan's bicycle tourism assets/strengths, other cities/states/countries that excel at bicycle tourism, and what MI needs to do to improve its bicycle tourism offering. Dave will prep the marketing plan. The final plan – in combination with documentation of the process of plan development – will serve as a model for other activities to replicate (several activity representatives have already expressed interest in this possibility).

**Next Steps and Next Meeting** – Proposed to meet in Holland after the September 12 TC meeting.

### **Action Items –**

- Identify date for Michigan Bicycle Tourism Forum follow-up, to include presentation of draft marketing plan.
- Prepare draft of Michigan Bicycle Tourism Marketing Plan.
- Prepare draft of International Student Survey report.