

**2012-2017 Michigan Tourism Strategic Plan  
Promotion, Marketing & Communications (PMC) Committee Meeting  
The State Room, Kellogg Centre, East Lansing  
9am – 2pm, March 9 2015**

**Agenda**

~ breakfast and/or lunch will be ordered from the menu ~

1. Welcome and Introductions – All
2. Review of September 22 Meeting Notes – All
3. Update from January 14 Travel Commission Meeting – Travel Commissioner Sally Laukitis
4. Update from other MTSP Implementation Committees – Sarah Nicholls
5. Review/Discussion of Michigan Bicycle Tourism Marketing Plan – All
6. Next Steps and Next Meeting – All
  - a. Prep for March 22 Annual MTSP Meeting (presentation to be made by Roger and Barry)
  - b. Prep for March 23 breakout session on Michigan Bicycle Tourism Marketing Plan
  - c. Next meeting – late April/early May?

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**Meeting Notes**

**In attendance:** Roger Curtis (Co-Chair), Barry Owens (Co-Chair), Stefanie Kulpe, Sally Laukitis, Dave Serino, Jennifer Zieger, Sarah Nicholls.

**Absent:** Camille Jourden-Mark, Kristin Phillips, Jill Stone.

**Review of September 22 Meeting Notes** – No additions or changes made.

**Update from January 15 Travel Commission Meeting** – Travel Commissioner Sally Laukitis

The January 15 meeting 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 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 new Travel MI VP David West.

**Update from other MTSP Implementation Committees** – Sarah Nicholls

The second annual meeting of all implementation committees will take place immediately following the March 22 Travel Commission meeting. This meeting will again be open to all industry members and will be the annual opportunity for committee Co-Chairs to present their (i) progress in the prior year and (ii) plans for the coming year.

The conference schedule also allows for two one-hour breakout sessions related to the MTSP during the Monday/Tuesday portion of the conference. These sessions will provide opportunities for committees to provide more detailed descriptions of actual or proposed activities, to solicit input regarding progress, etc. Days/times and topics are as follows:

Monday Mar 23 3:15-4:15pm

20-25 mins – Service Excellence – outline of proposed statewide Pure Michigan Promise hospitality training program

15-20 mins – Product Development (obj. 2 trails) – update on trails-related developments

15-20 mins – Promotions, Marketing & Communications – Michigan Bicycle Tourism Marketing Plan

Tuesday Mar 24 10:45-11:45am

Product Development (obj. 1 transportation) – presentation on/by "Safe Roads YES" coalition (note: both TICOM and MLTA have pledged their support for this effort)

From PPGS: Rep. Bruce Rendon, Chair of the House Tourism and Outdoor Recreation Committee, spoke at the March 2 meeting. Phase one of the Michigan Tourism Advocacy Legislative Toolkit, developed by TICOM with partial funding from the MI Tourism Plan Fund, is now complete: <http://www.mitourismadvocacy.com/>

From SE: Co-Chairs Larry Schuler and Jen Zieger and member Julie Pingston met with David West on Feb 9 to discuss the concept of a 'The Pure Michigan Promise' hospitality training program. David expressed support for this idea and is able to offer in-kind support in the way of some kind reward for participants. The committee is working on an RFP for program development and will present an outline of the possible components and content of the program during the March 23 MTSP breakout session.

From RTA: Co-Chairs John Madigan and Melisa Thom-Brown met with David West on Mar 6 to discuss RTA-related developments at Travel Michigan, specifically the commissioning of new figures from Tourism Economics. These directly address one of the most substantial of the industry's data needs/concerns – the overall economic impact of the industry – including not just direct but also indirect and induced effects – and will also include employment figures. State-level data will be revealed at the Governor's Conference; data for the prosperity regions and individual counties will follow in due course.

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

Items to add/do (before Gov's Conf):

- In preface – emphasise that this plan is designed to be a model for other niche activities to replicate (Sarah)
- Obj. 2 – ad note re. redevelopment of michigan.org
- Obj. 3, tactic 1 – develop summary of Pedal Holland as a 'success story' (Sally + Sarah)
- Develop template for other niche activities to use to replicate (all)

Items to add/do (less time sensitive):

- Identify who will do what and when for each tactic – suggest that we meet with the leaders of the three main statewide bike groups (League of Michigan Bicyclists, Michigan Mountain Biking Association, Michigan Trails and Greenways Alliance) and selected bike shop/tour company representatives to do that (who would be willing to participate in that meeting?)

## **Next Steps and Next Meeting –**

- Prep for March 22 Annual MTSP Meeting – 5-7 minute presentation to be made by Roger and Barry. Three slides: (1) Prioritization of objectives, (2) Progress made in 2014, (3) Plans for 2015.
- Prep for March 23 breakout session on Michigan Bicycle Tourism Marketing Plan – 15-20 minute presentation to be made by Roger, Barry, Sally, others? Who will prep this PPT?
- Next meeting – the only date that works for Roger in April is Friday the 17<sup>th</sup>!
- Potential activities for 2015:
  - a. 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?
  - b. Develop a Michigan Brew Tourism Plan
  - c. Identify and execute next steps on international student project