

**2012-2017 Michigan Tourism Strategic Plan  
Promotion, Marketing & Communications (PMC) Committee Meeting  
CityFlats Hotel, Holland, 9am – 1pm, September 22 2014**

**Agenda**

**~ a buffet lunch will be served at 12:30pm ~**

1. Welcome and Introductions – All
2. Review of July 30 Meeting Notes – All
3. Update from September 12 Travel Commission Meeting – Travel Commissioners Roger Curtis, Sally Laukitis and Camille Jourden-Mark
4. Update on Travel/Pure Michigan + VP Position – Roger, Sally, Camille?
5. Review/Discussion of Bicycle Tourism Marketing Plan – All (led by Dave Serino)
6. Next Steps and Next Meeting – All

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**Meeting Notes**

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

**Absent:** Barry Owens (Co-Chair), Allen Crater, Stefanie Kulpe, Kristin Phillips, Jennifer Zieger.

**Review of July 30 Meeting Notes** – No additions or changes made.

**Update from September 12 Travel Commission Meeting and on Travel/Pure Michigan** –

Major topics of discussion included the VP position (unfilled as of September 12, though since the PMC meeting the announcement regarding the hiring of David West was made 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.

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

The niche market survey that was sent to all CVBs (with 50 responses) identified (mountain) 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 first 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. The forum included three major activities focusing on Michigan's bicycle tourism assets/strengths, identification of other cities/states/countries that excel at bicycle tourism, and what MI needs to do to improve its bicycle tourism offering. Based on this input, Dave and Sarah prepared a draft outline of a marketing plan. Those present reviewed the draft. The revised draft will be shared with all those who attended the April 16 forum in advance of the second forum (see date/location details below), the purpose of which is to solicit feedback on the plan as well as more and more specific implementation tactics/strategies. The final plan – in combination with documentation of the process of plan development – will serve as a model for other niche activities to replicate.

### **Next Steps and Next Meeting –**

- All PMC committee members are invited to attend the second Michigan Bicycle Tourism Forum on October 24 at Treetops.
- Proposed that committee meets again in early 2015.

### **Action Items –**

- Prepare next draft of Michigan Bicycle Tourism Marketing Plan (Dave + Sarah).