

Michigan Tourism Strategic Plan
Public Policy and Gov't Support Implementation Committee (PPGS)

MEETING AGENDA

Monday, February 10, 2014, 9:30 AM

Public Affairs Associates
One Michigan Avenue Bldg., 120 N. Washington Square, Suite 1050, Lansing.

Call In Number: (517) 371-3800

Welcome / Introductions

- I. Update on Other Relevant Implementation Committees' Activities
[This will be a regular agenda item at each one of our committee meetings]

(Sarah Nicholls)

- II. Report on January 24 Special Meeting of Travel Commission

- TC Approval of Implementation Steps
- 501(c)(6) Fund
- Implementation Funding Requests & process

(Jon Nunn, Sarah Nicholls, George Moroz)

- III. Update on Governor's Budget Recommendations

(Bruce Ashley, Bret Marr,)

- IV. TICOM Legislative Breakfast

(George Moroz, Bill Lobenherz, Bill Sheffer)

- V. Industry Presence/Participation at Legislative Hearings

(All)

- VI. Other business

- VII. Schedule Next Meeting

**2012-2017 Michigan Tourism Strategic Plan (MTSP)
Public Policy & Government Support (PPGS) Committee Meeting
Public Affairs Associates Offices, Lansing, February 10, 2014**

Meeting Notes

In attendance (in person): George Moroz (Co-Chair), Bruce Ashley, Roy Haworth, Bill Lobenherz, Dave Lorenz, Bill Sheffer. Also present: Tyrone Sanders, Public Affairs Associates.

In attendance (on phone): Jon Nunn (Co-Chair), Jerry Preston, Sarah Nicholls.

Absent: Don Holecek, Bret Marr, Tom Nemacheck, Andy Northrop, Barry Owens.

Update on Governor's Budget Recommendations – The Governor's proposed 2014-15 budget includes an additional \$2 million for Pure Michigan. Also of relevance to tourism: \$6 million for invasive species, \$2.5 million for trails and \$254 million for MDOT.

Report from January 24 Travel Commission Meeting – Jon Nunn, notes supplemented by SN.

Travel Commissioner Jon Nunn updated the group on the Jan 24 TC meeting. Most significant development = ongoing discussions re. governance and funding of MTSP. The MTSP gives the TC a purpose, and the TC is keen to take real leadership of this effort and to continue to align the industry. A TC subcommittee has been formed to discuss leadership and oversight, Chair Curtis presented this subcommittee's proposals re. a governance process and the structure of a funding mechanism to the TC for a vote on January 24. The repository of funds is a 501(c)(6) – the MI Tourism Plan Fund. The Fund will have a five-member board, including three Travel Commissioners (the Chair – currently Roger Curtis, the Funding Co-Chair – Jerry Toney, and one other) and two industry members (the Funding Co-Chair – Steve Yencich, and one other). A Travel MI/MEDC representative will serve as an ex-officio member. The TC expects any item requiring funding in excess of \$5K – as well as any potentially controversial or divisive issue – to be brought to them for a vote prior to its implementation; SN and the TCers on each committee should decide where the line is between what does and does not need TC review/approval. The governance structure and details of the Fund will be discussed further at the March 9 TC meeting and presented at the meeting of all eight committees on March 11 (both at Governor's Conference on Tourism at Grand Traverse Resort).

Update from Other MTSP Implementation Committees – Sarah Nicholls.

Of most relevance to PPGS:

- CCP is in the process of identifying the Michigan associations which they feel it would be most strategic for the tourism industry to get to know better, and potentially partner with, e.g., on advocacy efforts.
- Funding meets Feb 21 – two main agenda items will be discussion of Governor’s proposed 2014-15 budget (Obj. 1) and fundraising strategy (Obj. 2).
- PD is focusing on its trails objective (tie to additional monies in proposed budget).
- RE’s industry survey of the issues and threats facing Michigan’s tourism industry revealed that 65% of the 506 respondents consider the spread of invasive species (aquatic + terrestrial) as a top five threat (this was the highest ranking threat) (tie to additional monies in proposed budget and Feb 18 Joint Committee Hearing).
- RTA heard a presentation from Prof. Emeritus (and PPGS member) Dr. Donald Holecek at its December meeting – a survey of CVB Directors is currently underway to identify their data and research needs. Discussion of development of a proposal for a research center to present to Rep. Pettalia (Chair) and the Michigan House Tourism Committee. Which route to take in terms of source of funds? Is higher education a better option? Three critical needs re. funds identified – Pure Michigan campaign, research, support/ improvement of the experience (infrastructure, customer service, etc.). How to differentiate and prioritise these monies? Need to gain administration’s support.

TICOM Breakfast – 7:30-10:30am, Weds Feb 26, MRA Offices in Lansing.

Upcoming Legislative Meetings –

- House Appropriations Subcommittee on Transportation – Tues Feb 18, 12pm – George M and Bill S will present testimony on behalf of the industry.
- Joint Committee Hearing – Senate Committee on Outdoor Recreation & Tourism; Senate Committee on Natural Resources, Environment and Great Lakes; House Committee on Natural Resources; House Committee on Tourism – Tues Feb 18, 12pm, House Appropriations Room, Michigan Capitol Building – Presentation on Aquatic Nuisance Species and the Great Lakes Mississippi River Interbasin Study.

Meeting of All Implementation Committees at Governor’s Conference – Tues Mar 11, 2-5pm. Co-Chairs will have 5 minutes to cover: (i) Prioritization of objectives; (ii) Progress made in 2013; (iii) Plan for 2014. It is hoped that all members of all eight committees will attend, also open to any other interested members of the industry.