

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

## MEETING AGENDA

**Tuesday, July 29, 2014, 9:30 AM-11:30 AM**

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

Call-In Number: 877-846-6740 conference code: 6438614463

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. Update on Relevant State Budget Activity  
[This will be a regular agenda item at each one of our committee meetings]  
  
(Bruce Ashley and/or Bret Marr)
- III. TICOM Legislative Toolkit Funding Request
  - Result from June 27 TC meeting
  - Next Steps
- IV. Possible Role of MSU Extension in Addressing PP&GS Objective  
  
(Andy Northrop)
- V. Issues Updates
  - MI Road / Bridge Funding
  - INTC Customs Plaza Discussion
  - Ontario Deep Geologic Repository Project
  - Brand USA Reauthorization
- 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, July 29, 2014**

**Meeting Notes**

**In attendance (in person):** George Moroz (Co-Chair), Bruce Ashley, Dave Lorenz, Sarah Nicholls.

**In attendance (on phone):** Jon Nunn (Co-Chair), Andy Northrop.

**Absent:** Roy Haworth, Don Holecek, Bill Lobenherz, Bret Marr, Tom Nemacheck, Barry Owens, Bill Sheffer.

**Update from Other MTSP Implementation Committees** – Sarah Nicholls.

Not much to report since only one other committee has met since the last PPGS meeting:

- PMC meets July 30 and will be discussing the MSU international student survey and the Michigan Bicycle Tourism Forum/Marketing Plan.
- RE is developing a list of Michigan resource superlatives. Reminder of the idea to hold a joint PPGS-RE meeting later in the summer on the topic of water issues. Discussion of the Motor Cities National Heritage Area (<http://motorcities.org/>) reauthorization (current authorization expires 9/30). April 9 press release re. Congressman Dingell's and Senator Levin's support of the MotorCities National Heritage Area Extension Act here: <http://www.motorcities.org/About+Us/Road+to+Reauthorization-256.html>. George will send Sarah details for posting on CCP LinkedIn.

**Update on Relevant State Budget Activity** – Bruce Ashley.

New budget director as of March 1= John Roberts. Departments will submit their requests to DTMB in Aug-Oct, Governor announces the budget in Feb. Likely that there will be a supplemental; increased Pure Michigan funding more likely in budget next year.

**TICOM Legislative Toolkit** – George Moroz.

The PPGS funding request was provisionally approved by the Travel Commission at their June 27 (scheduled) and July 2 (phone) meetings, pending TICOM's acceptance of three conditions: (i) free access to all portions of the site for all industry members; (ii) use of an independent domain name; and (iii) maintenance for a minimum of five years. TICOM has agreed to those terms and is moving forward with development of the site.

The revised process for the submission of funding requests was also discussed. This version allows the TC three weeks to review proposals and also includes the solicitation of industry input via the MTSP website.

**MSU Extension (MSUE) Role Re. Objective One** (Improve understanding of the value of tourism and support for the tourism industry among state legislators, county and local officials, businesses and residents) – Andy Northrop.

Andy offered the services of the MSUE tourism team in the delivery of an information/education piece to county and local officials, businesses and residents. There are six team members across the state, plus on-campus faculty such as Sarah, Dan McCole and Don Holecek (retired). Andy will take this idea to MSUE's planning meetings in September.

**Road/Bridge Funding** – Bruce Ashley.

Likely to see Sen. Maj. Leader Richardville revisit the gas tax option. Reminder to look at The Michigan Transportation Team (MTT) site (<http://justfixtheroads.com/> or on the CCP LinkedIn page). The MTT is a partnership of nearly 80 businesses, associations and citizens linked with the common goal of improving Michigan's transportation infrastructure.

**New International Trade Crossing (NITC) U.S. Federal Plaza** – George Moroz.

George has spoken with the new Consul General of Canada (Doug George) re. this topic (see previous meeting notes for more details). Discussion of sending a letter to Obama from the tourism industry in support of federal funding for the project. TICOM plans to do this.

**Ontario Power Generation Deep Geologic Repository (OPGDGR)** – George Moroz.

The Michigan Senate has unanimously passed a bill and a series of resolutions that call for a halt to this project on June 12 (State Concurrent Resolutions 16 and 17, State Resolutions 150 and 151 and Senate Bill 948) (Senators Pavlov and Green).

**Brand USA Reauthorization** – Dave Lorenz.

Brand USA Reauthorization passed in the House of Reps. on July 22. Voting record here: <http://clerk.house.gov/evs/2014/roll433.xml>. List of co-sponsors as of 7/29 here: <http://www.travelcoalition.org/blog/current-list-brand-usa-co-sponsors>

**Great Lakes Cruising Coalition** – Dave Lorenz.

“The Great Lakes Cruising Coalition is committed to supporting world class passenger ship cruising on the Great Lakes. The GLCC is a joint American-Canadian cooperative venture involving Great Lakes ports, towns, regions and The St. Lawrence Seaway. It is focused on the quality of port facilities, memorable shore excursions and a healthy marine environment.” (<http://greatlakescruisingcoalition.com/>). GLCC is seeking to improve the entry process for international cruise ship passengers on the Great Lakes.