

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

## MEETING AGENDA

**Wednesday, July 8, 2015, 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

1. Welcome / Introductions
2. Update on Other Relevant Implementation Committees' Activities  
[This will be a regular agenda item at each one of our committee meetings]  
  
(Sarah Nicholls)
3. Update on Relevant State Legislative Activity  
[This will be a regular agenda item at each one of our committee meetings]  
  
(Bruce Ashley and/or Bret Marr)
4. Update on Local Officials Initiative  
  
(Sarah Nichols)
5. Travel Michigan Leadership Change  
  
(Dave Lorenz)
6. Collaboration between PP&GS and Resources & Environment Committees  
  
(Christian Overland, Chairman, Travel Commission and Maia Turek, DNR)
7. Other Business

**2012-2017 Michigan Tourism Strategic Plan (MTSP)  
Public Policy & Government Support (PPGS) Committee Meeting  
Public Affairs Associates Offices, Lansing, 9:30-11:30am, July 8, 2015**

**Meeting Notes**

**In attendance (in person):** George Moroz (Co-Chair), Bruce Ashley, Don Holecek, Dave Lorenz, Sarah Nicholls. Guest: Christian Øverland, Executive Vice President, The Henry Ford, Chair of the Travel Commission and Co-Chair of the MTSP Resources & Environment Committee.

**In attendance (on phone):** Jon Nunn (Co-Chair), Tom Nemacheck. Guest: Maia Turek, Recreation Programmer, Parks and Recreation Division, MI Department of Natural Resources and Co-Chair of the MTSP Resources & Environment Committee.

**Absent:** Derek Bajema, Roy Haworth, Bill Lobenherz, Bret Marr, Andy Northrop, Bill Sheffer.

**Welcome / Introductions** – Made by all.

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

CCP is working on a template to share with representatives of niche activities that would summarise for them how and why to be in contact with Travel Michigan and how to get content to TM for the new, more activity-focused website. The committee has also shared a 'Why Tourism Matters' piece with SBAM and MRA, for publication in their e-newsletters.

PMC presented the Michigan Bicycle Tourism Plan at the Governor's Conference and will replicate that process/document for the equestrian sector over the coming year; the committee also continues to work on implications of/recommendations regarding the MSU international student survey conducted in 2014.

SE continues to discuss a proposed statewide 'Pure Michigan Promise' training program.

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

Main issue = transportation/road funding. The House approved a package of bills that aims to put more than \$1 billion toward repairing the roads without raising taxes on June 10 (House Bills 4505-4616). The Senate has since passed its own version which includes increasing the gas and diesel fuel tax rates to 34 cents per gallon over two years, up from 19 cents and 15 cents, respectively, as well as hybrid and electric car surtaxes.

The Travel Commission would like to be more proactive in its involvement in issues such as this going forward and would appreciate an update prior to their September 24 meeting.

### **'Why Tourism Matters' Presentation – Sarah Nicholls.**

Sarah summarized the “Why Tourism Matters” presentation developed for sharing with local and county officials. Intention is that presentation will last 15-20 minutes, Sarah will pilot test with Ingham County Board of Commissioners (date pending). Need to add a page or take selection of handouts detailing various Travel Michigan resources/contacts. Discussion of who/when/where to deliver presentation. Presenters need to be limited to people familiar with the tourism industry and with the sources/methods of data collection and analysis, e.g., what the ROI means and how it is calculated. Realistic possibilities = Sarah; selected tourism-focused MSU Extension agents throughout the state; Travel Commissioners; CVB directors (suggested to use a train-the-trainer approach). Other presentation opportunities = Michigan Museum Association conference in Ann Arbor in Sept/Oct, Michigan Association of Counties, Michigan Townships Association (Christian or George will contact MMA, Sarah will contact MAC and MTA). Also the House Committee on Tourism and Outdoor Recreation and Senate Committee on Outdoor Recreation and Tourism.

### **Travel Michigan Updates – Dave Lorenz.**

Dave has a meeting with Senator Hansen later in the month and will also be participating in the US-23 legislative tour with other representatives from MEDC, MDNR and MDOT. Dave would like to see more/better engagement with the state legislature – ways to secure this discussed, e.g., an historic baseball game at the Lansing stadium, hosting of House/Sentate Committee meetings at key attractions, e.g., The Henry Ford hosted the April 27 meeting of the House Tourism and Outdoor Recreation Committee (minutes available here: <http://house.mi.gov/SessionDocs/2015-2016/Minutes/tour042715.pdf>).

### **Collaboration Between PPGS and RE (Resources & Environment) Committees – Christian Øverland and Maia Turek.**

Numerous opportunities for PPGS to assist RE in advocating re. RE-related topics, e.g., OPGDGR (below), invasive species, microbeads, etc. Discussion of the “Sustaining Michigan’s Water Heritage: A Strategy for the Next Generation” draft document currently out for public review (prepared by the MI Office of the Great Lakes in collaboration with MDEQ, MDNR, MDARD and MEDC). At the June RE meeting, RE member Brad Garmon (Director of Conservation and Emerging Issues, Michigan Environmental Council) encouraged the RE committee to be proactive in reviewing the document and identifying areas in which the tourism industry could contribute.

Report abstract: “In November 2012, Governor Rick Snyder in his Special Message on Energy and Environment called upon the Office of the Great Lakes to lead the development of a comprehensive water strategy that takes an ecosystem approach, enhances our economic opportunities around water and strengthens connection to place. The Michigan Office of the Great Lakes has released the draft Water Strategy that provides a roadmap to achieve a 30 year vision to ensure Michigan’s water resources support healthy ecosystems, citizens, communities, and economies. The Strategy was developed in collaboration with

the Departments of Environmental Quality and Natural Resources, Michigan Department of Agriculture and Rural Development, and Michigan Economic Development Corporation. The draft Water Strategy, "Sustaining Michigan Water Heritage, A Strategy for the Next Generation," places Michigan on the path to achieving this vision in a way that builds economic capacity while sustaining the ecological integrity of the resource and ensures that water resources are protected, valued and cared for by present and future generations. It is designed to protect, manage and enhance Michigan's water resources for the benefit of current and future generations."

Find the full report as well as dates/locations of upcoming Water Strategy Community Conversations here: [http://www.michigan.gov/deq/0,4561,7-135-3313\\_3677\\_64891---,00.html](http://www.michigan.gov/deq/0,4561,7-135-3313_3677_64891---,00.html)

Suggested that PPGS and RE Co-Chairs, and other interested committee members, meet with Jon Allan, Director of the Office of the Great Lakes, to discuss intersections and potential for collaboration between MTSP implementation committees and the Sustaining Michigan's Water Heritage effort. Dave will contact Jon, Sarah will coordinate scheduling.

#### **Other Items – George Moroz.**

TICOM Legislative Toolkit: TICOM's Advocacy Committee will meet 8/6 to review results of a user survey and will then make recommendations re. changes and additions based on those user comments.

Ontario Power Generation Deep Geologic Repository (OPGDGR): This is a proposed nuclear repository less than one mile from the shores of Lake Huron. As listed in previous PPGS notes, Congressman Kildee and Senators Levin and Stabenow have introduced resolutions urging the administration to oppose the proposal. The formal comment period regarding the proposal has now closed but informal comment, e.g., via media coverage, continues. A final decision has now been postponed until December. George wrote to Beth Potter, President and CEO of the Tourism Industry Association of Ontario (TIAO), on 6/16 to determine whether TIAO has or intends to take a formal position on the OPGDGR, and, if yes, whether TIAO would be interested in developing and implementing a collaborative TICOM –TIAO public media campaign in opposition to the proposed facility before the December decision date. This topic is on the agenda of TIAO's next meeting (7/23). George will follow up with Beth after that date.

Canadian Nuclear Safety Commission page on OPGDGR:

<http://www.nuclearsafety.gc.ca/eng/resources/status-of-new-nuclear-projects/deep-geologic-repository/index.cfm>