

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

MEETING AGENDA

Monday, March 2, 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

Welcome / Introductions

1. Conversation with Rep. Bruce Rendon, Chairman, House Tourism & Outdoor Recreation Committee
2. Update & Demonstration: TICOM Legislative Toolkit Initiative
(Larisa Draves, TICOM Administrator)
3. Update on Other Relevant Implementation Committees' Activities
[This will be a regular agenda item at each one of our committee meetings]
(Sarah Nicholls)
4. Update on Relevant State Legislative & Election Activity
[This will be a regular agenda item at each one of our committee meetings]
(Bruce Ashley and/or Bret Marr)
5. Discussion of Possible Involvement with "Safe Roads Yes" Campaign
6. Other Issues Updates
 - INTC Customs Plaza Discussion
 - Ontario Deep Geologic Repository Project
7. Other Business

**2012-2017 Michigan Tourism Strategic Plan (MTSP)
Public Policy & Government Support (PPGS) Committee Meeting
Public Affairs Associates Offices, Lansing, 9:30-11am, March 2, 2015**

Meeting Notes

In attendance (in person): Jon Nunn (Co-Chair), George Moroz (Co-Chair), Bruce Ashley, Roy Haworth, Bill Sheffer, Sarah Nicholls. Also present for portion of meeting: Larisa Draves, Administrator, Tourism Industry Coalition of Michigan (TICOM).

Absent: Don Holecek, Bill Lobenherz, Dave Lorenz, Bret Marr, Tom Nemacheck, Andy Northrop, Barry Owens.

Welcome / Introductions – Made by all.

Conversation with Rep. Bruce Rendon, Chair, House Tourism and Outdoor Recreation Committee –

Representative Rendon shared his thoughts on the focus of the committee for the coming year. Since he serves on three other related committees (as Vice Chair of the Committee on Natural Resources and as a member of the Committees on Agriculture, and Commerce and Trade) and on the Great Lakes Legislative Caucus, he emphasized the need for and value of interaction between agencies, especially MDARD, MDNR and MDEQ. He also emphasized his desire to work with local people to ascertain their views about and garner their support for initiatives, e.g., he envisions some kind of public summit that ties together the work of his four committees. Discussion of how to integrate smaller communities into the Pure Michigan partnership program. Mention of the importance of ag-tourism, and link between ag and culinary activities. Mention of the importance of historical markers, also of the value of trails. Discussion of the MSUE presentation that Sarah and Andy are preparing and hope to present to county/local officials, businesses and residents, e.g., at county commission meetings (Rendon supportive).

House Tourism and Outdoor Recreation Committee members for 2015 are as follows:

- Bruce Rendon (R) Committee Chair, 103rd District
- Ken Goike (R) Majority Vice-Chair, 33rd District
- Anthony Forlini (R) 24th District
- Peter Pettalia (R) 106th District
- Triston Cole (R) 105th District
- Charles Smiley (D) Minority Vice-Chair, 50th District
- Winnie Brinks (D) 76th District
- Sherry Gay-Dagnogo (D) 8th District

Rep. Rendon plans to move committee meetings around the state, e.g., the April meeting is expected to take place at The Henry Ford.

Update on/Demonstration of TICOM Legislative Toolkit – Larisa Draves.

Larisa demonstrated the recently published Michigan Tourism Advocacy Legislative Toolkit, developed by TICOM with partial funding from the MI Tourism Plan Fund: <http://www.mitourismadvocacy.com/>. All industry members are encouraged to post the link to the site on their websites. The estimated completion/'go live' date for Phase 2 is December 31 2015. Changes/additions to the site will be subject to TICOM Advocacy Committee review and TICOM Board approval.

Update from Other MTSP Implementation Committees – Sarah Nicholls.

The annual meeting of all eight MTSP implementation committees will take place immediately following the Travel Commission meeting at the Governor's Conference (so 3-5pm Sunday March 22 at the Amway Plaza in Grand Rapids). This meeting provides an opportunity for each pair of co-chairs to share their activities in 2014 and plans for 2015. Each pair of Co-Chairs is asked to submit three slides to Sarah by 5pm Weds Mar 18 that highlight: (slide 1) Prioritization of objectives; (slide 2) Progress made in 2014; (slide 3) Plans for 2015. These slides will be included in the annual progress report that will be posted on the MTSP website in late March/April.

The MTSP has also been allotted two one-hour breakout sessions to focus on selected elements of the MTSP in more detail. Days/times and topics as of March 3 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)

Update on Relevant State Legislative & Election Activity – Bruce Ashley.

Brief discussion of tax credit issue – outstanding liability = \$9 billion.

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

An agreement has been reached whereby the plaza will be constructed via a public-private partnership as a part of which a private company will bid on the construction job and

recoup its expenses via the bridge's toll revenue. Only after this company has satisfied its expenses will the public bridge authority begin collecting toll revenue for itself. Links to some recent news articles are provided below.

About the NITC (Presidential Permit Application, June 2012):

<http://www.state.gov/documents/organization/194997.pdf>

DHS Announces New International Trade Crossing (DHS, February 18, 2015)

<http://www.dhs.gov/news/2015/02/18/dhs-announces-new-international-trade-crossing-0>

Under new deal, private sector to pay for new Detroit River bridge's U.S. inspection plaza

(Crains, February 18, 2015) <http://www.crainsdetroit.com/article/20150218/NEWS/150219831/under-new-deal-private-sector-to-pay-for-new-detroit-river-bridges>

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

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. Proposed that PPGS and other appropriate entities (e.g., TC, TICOM, MACVB, MLTA) partner with the Ontario Office of Tourism to develop a letter opposing the proposal. A final decision on the proposal is expected in the autumn of 2015.

Canadian Nuclear Safety Commission page on OPGDGR:

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