

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

MEETING AGENDA

November 1, 2013 – 9:30 a.m.

MARVAC Offices – 2222 Association Drive, Okemos

Call-In Number (712) 432-1630

Access Code: 594016#

I. Welcome/ Introductions

II. Report on Presentation to House Tourism Committee – Sarah Nichols

III. TICOM – Policy subcommittee report – George Moroz

IV. Tourism Commission – Report on discussion regarding PPGS – Jon Nunn/ ALL

- Suggestion for Commissioners to take a more active role
- Invite local legislators to Tourism Commission meetings
- Determine timeline and process for next Legislative Approp cycle
- Meeting with Governor and Speaker
- Coordination of key players and their individual lobbyist efforts, e.g. Michigan Lodging Assoc. TICOM , etc to increase Pure MI Funding

V. Discussion – All

- Research needs / Funding
- Next Steps

VI. Next Meeting

**2012-2017 Michigan Tourism Strategic Plan (MTSP)
Public Policy & Government Support (PPGS) Committee Meeting
MARVAC Offices, Okemos, November 1 2013**

Meeting Notes

In attendance (in person): Jon Nunn (Co-Chair), George Moroz (Co-Chair), Roy Haworth, Don Holecek, Bill Lobenherz, Bret Marr, Bill Sheffer, Sarah Nicholls.

In attendance (on phone): Tom Nemacheck, Andy Northrop, Jerry Preston.

Absent: Bruce Ashley, Dave Lorenz, Barry Owens.

Welcome and Introductions – Made by all.

Report on Presentation to House Tourism Committee – Sarah was invited to speak to the House Tourism Committee (HTC) re. the MTSP on Thursday October 31. PPGS committee members George Moroz and Bret Marr were also in attendance. The presentation was well received. The majority of HTC questions/discussion pertained to:

(i) other states' tourism marketing budgets and the leading states' budgets as a proportion of their general fund – though the latter is not necessarily relevant since different states use different funding mechanisms (see document attached – this document also forwarded to Matt Blakely, Representative Pettalia's Legislative Director);

(ii) the comparability of states' tourism marketing ROIs – emphasized to HTC that it is not possible to compare ROIs since different states use different methodologies to measure different returns on different investments – e.g., the Pure Michigan ROI figure is based on the numbers of dollars returned to the state treasury in the form of state sales taxes for every state dollar invested in spring/summer Pure Michigan advertising (\$5.76 in 2012), whereas Alaska's ROI of \$72 represents the return on public relations activities and California's ROI on its domestic advertising campaign (\$19) includes the generation of not only state but also local tax revenues. Also see this article (this link also sent to Matt Blakely): Northrop, A., and Nicholls, S. (2013). Tourism marketing return on investment: Interpret ROI with care! Michigan State University Extension website, http://msue.anr.msu.edu/news/tourism_marketing_return_on_investment;

(iii) desirability of an increased focus on hunting and fishing by Travel Michigan, particularly with respect to the proportion of the regional market that remains unaware of the Pure Michigan marketing – HTC discussed possibility of holding a joint meeting with the House Natural Resources Committee;

(iv) role of agriculture and agricultural attractions (culinary tourism, farmers markets, agricultural festivals, etc.).

George encouraged all PPGS committee members to attend as many HTC meetings as they are able, as a show of support for the HTC, its members and its work. Sarah invited HTC members to attend the 2014 Governor's Conference – discussion of whether/which legislators are invited each year – Sarah will check with Steve Yencich.

Report on TICOM Activities – George reported on TICOM's discussions re. development of a legislative advocacy toolkit on TICOM's website. Proposed that the site consist of two phases, the first open to all and focused on basic lobbying/advocacy issues and offering "how to" information, and the second requiring TICOM membership and featuring deeper analysis of current tourism issues of relevance to TICOM members.

Report on September 20 Travel Commission (TC) Meeting – Jon and Sarah were in attendance. New TC Chairperson Roger Curtis encouraged all TC members to take a more active role, e.g., in reporting back from TC meetings to their local communities. He also raised discussion of the roles of the various industry associations and their lobbyists, and the desirability of coordinating these various efforts so as to be most effective. Suggestion to invite local legislators to TC meetings – Questions: Is this currently done? If not, from whom should invitations come? Sarah will check with George Z. Suggestion to invite Jim McBryde to a future TC meeting to explain the appropriations process (including timing thereof).

General Discussion –

George reported that the Center for Automotive Research in Ann Arbor (<http://www.cargroup.org/>) receives \$937,000 from local/state government sources, including MEDC. This = 24% of the center's budget.

Don reported on preliminary discussions among MSU faculty re. a proposal to reinstitute an MSU-led tourism research center in the state.

Noted that MEDC has a new Director of Corporate Research, Dorothea Megow-Dowling (who replaces Dave Morris).

Bill L. spoke in favor of focusing efforts on an increase in Pure Michigan funding. Some discussion of where funds to engage in other activities (e.g., research, product development) might be solicited, i.e., from Pure Michigan monies or from other state sources.

Discussion of the desirability of generating accurate and reliable jobs data regarding both the number and type of tourism-related jobs, including both direct and indirect jobs as well as those who are self-employed.