

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

## MEETING AGENDA

**September 12, 2013, 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

Discussion with Rep. Peter Pettalia, Chair  
Rep. Robert Kosowski, Minority Vice Chair  
Michigan House Tourism Committee

Update on Other Relevant Implementation Committees' Activities  
MI Tourism Collaboration, Cooperation and Partnerships (CCP) Toolbox

(Sarah Nicholls)

TICOM Advocacy Committee

(George Moroz, Bill Sheffer)

Discussion and Adoption of Committee Action Plan / Next Steps

(All)

Next Meeting

**2012-2017 Michigan Tourism Strategic Plan (MTSP)  
Public Policy & Government Support (PPGS) Committee Meeting  
Lansing, September 12 2013**

**Meeting Notes**

**In attendance (in person):** Jon Nunn (Co-Chair), George Moroz (Co-Chair), Bruce Ashley, Don Holecek, Bill Lobenherz, Dave Lorenz, Bret Marr, Tom Nemacheck, Barry Owens, Bill Sheffer, Sarah Nicholls. Representatives Peter Pettalia and Robert Kosowski joined group for first half of meeting.

**In attendance (on phone):** Roy Haworth, Andy Northrop.

**Absent:** Jerry Preston.

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

**Role of Michigan House Tourism Committee** – Provided by Chair Peter Pettalia (Presque Isle) and Minority Vice Chair Robert Kosowski (Westland).

Representatives Pettalia and Kosowski spoke regarding the new Michigan House Tourism Committee and the committee's desire to promote economic development and growth through tourism (as a source of both new and repeat visitors and potential new residents, businesses and jobs). The committee considers its role to include the educating of entities as to why and how to get involved in the Pure Michigan campaign, especially in smaller/more peripheral areas. Discussion of the value of encouraging area CVBs to invest increases in bed tax assessments (due to increase in allowable assessment rate) in the PM campaign. The committee recognizes the value of tourism to not just traditional tourism entities such as accommodations and attractions but also to sectors such as health care providers and real estate, and is keen to promote strategic partnerships within and between all impacted sectors.

Discussion regarding the importance of tourism industry research: Noted that auto manufacturing and agriculture receive state funding to finance critical industry research whereas since the demise of MSU's Travel, Tourism and Recreation and Resource Centre in 2007 the tourism industry has lacked access to anything other than the state-level studies commissioned by Travel Michigan. General discussion of the importance of verifiable ROI research as a means of demonstrating the value of the Pure Michigan campaign.

Discussion of importance of good tourism-related road signage.

**Update on MTSP Implementation (other committees)** – Provided by Sarah Nicholls.

Key activities in progress/completed by the other implementation committees:

#### Collaboration, Cooperation and Partnerships (CCP)

- A survey relating to Objective #1 (Grow and strengthen partnership programs and communicate their success to the industry) has been distributed to the 42 Travel Michigan advertising partners.
- A LinkedIn group (the MI Tourism Collaboration, Cooperation and Partnerships Toolbox) designed to address Objective #2 (Establish an online statewide toolbox or clearinghouse to support collaboration, cooperation and partnerships) was launched on September 9.

#### Funding / Research and Technical Assistance (RTA)

- A joint RFP related to preliminary data/research/funding needs will be distributed to each of the other six implementation committees' co-chairs by the Funding and RTA committees on September 16. The RFP asks committees to identify preliminary (year one) data, research and/or technical needs that specifically relate to: (i) the development of metrics for the plan's objectives and/or (ii) the procurement of baseline data against which progress towards the plan's objectives can be measured. The RFP has a deadline of November 14.

#### Promotion, Marketing and Communications (PMC)

- A survey designed to identify Michigan's current and emerging niche markets will be distributed to all Michigan CVBs on September 23.
- A LinkedIn group – the MI Forum on International Tourism – will be launched on September 23. This group will address the international aspects of multiple of the PMC objectives, as well as Objective #3 of the Service Excellence goal (see below).

#### Resources and Environment (RE)

- An industry-wide survey designed to address Objective #2 (Identify key issues facing and threats to the integrity of Michigan's tourism resources and raise awareness of and support for these issues) will be distributed in late September/early October.

#### Service Excellence (SE)

- An industry-wide survey designed to address Objective #1 (Define "service excellence" and "The Pure Michigan Promise" and share these definitions with the industry) has been distributed.
- A LinkedIn group – the MI Forum on International Tourism – will be launched on September 23. This group will address the international aspects of multiple of the PMC objectives, as well as Objective #3 of the SE goal (Establish and increase satisfaction and intention to return/recommend levels among national and international visitors).

**Update on TICOM Advocacy Committee** – Provided by George Moroz.

TICOM's Advocacy Committee (with members including Brian DeBano, Dennis Eade, Bill Lobenherz, George Moroz, Bill Sheffer, Laurie Supinsky and Mary Zuccherro) is planning to develop an "advocacy toolkit" for the tourism industry. Such a tool would address the request from industry members who participated in the summer 2012 stakeholder input sessions for a source of information regarding how/whom to lobby most effectively. Proposed by George/TICOM that this tool consist of two levels, one open to all members of the industry and a second open only to TICOM members. Concern voiced by Sarah that such a tiered structure might limit the access of those smaller entities – that cannot afford to join any associations or groups such as MLTA, MRA or TICOM – that are in most need of this kind of assistance.

**Next Meeting** – 9:30am Friday November 1, MARVAC Offices, 2222 Association Drive, Okemos, MI 48864.