

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

MEETING AGENDA

Monday, September 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 Legislative & Election Activity
[This will be a regular agenda item at each one of our committee meetings]

(Bruce Ashley and/or Bret Marr)
- III. Update on TICOM Legislative Toolkit Initiative

(Tentative: Larisa Draves, TICOM Administrator)
- 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, 9:30-11am, September 29, 2014**

Meeting Notes

In attendance (in person): Jon Nunn (Co-Chair), George Moroz (Co-Chair), Bruce Ashley, Roy Haworth, Sarah Nicholls.

In attendance (on phone): Bret Marr, Andy Northrop.

Absent: Don Holecek, Bill Lobenherz, Dave Lorenz, Tom Nemacheck, Barry Owens, Bill Sheffer.

Update from Other MTSP Implementation Committees – Sarah Nicholls.

Of most relevance to PPGS:

- Funding – The MI Tourism Plan Fund has been established as a 501(c)(6). Amount raised to date c. \$40,000; two projects funded c. \$7,000. See emails from Steve Yencich (MLTA) or Implementation tab on MTSP website (<http://tourismplan.anr.msu.edu>) for information on how to contribute and a list of donors to date.
- RTA met Sept 17 to discuss results of a survey of the CVBs re. their data/research needs/desires. Discussion of how Pure Michigan monies are currently spent (almost entirely on advertising/marketing) and of desirability of dedicating a portion of Travel Michigan spending to research and product development. Reminder of the state funding precedent set by the Center for Automotive Research in Ann Arbor (<http://www.cargroup.org/>), which receives about one-quarter of its budget from local/state government sources, including MEDC. Suggested that PPGS, RTA and Funding might consider a joint meeting in the spring, once the new TM VP has been hired (that position remains unfilled).

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

Transportation likely to be major topic of conversation during lame duck session. Overall view of tourism/support for Pure Michigan unlikely to see much change.

Update on TICOM Legislative Toolkit – George Moroz.

George provided a hard copy of an update submitted by Larisa Draves, TICOM administrator, the following summarises that document: Initial meetings have been held with the graphic designer/website host to create/outline the look of the site. Initial reviews will be completed by the TICOM Advocacy Committee on Oct 13, with revisions to be

completed prior to the next TICOM meeting on Oct 31, and in time for a report to be forwarded to the Travel Commission prior to their November meeting. The estimated completion/'go live' date for Phase I is Dec 31 2014. Additional changes to the site (in terms of substantial additions to content) will be subject to TICOM Board approval. Domain links will be emailed via the TICOM membership and will also be provided to the Travel Commission/Travel Michigan/ MEDC for dissemination to the industry. Industry members will be encouraged to post the link to the site on their websites.

Possible Role of MSU Extension (MSUE) in Addressing PPGS Objective #1: 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 described the potential role of the MSUE tourism team and associated extension specialists and campus faculty (<http://msue.anr.msu.edu/topic/info/tourism>) in delivering a presentation to county/local officials, businesses and residents that supports the intent of Obj. #1. Sarah and Andy have discussed development of such a presentation with a likely outline/structure as follows:

- definition of tourism
- size/impact of the tourism industry at the global level (e.g., volume of receipts, contribution of tourism to global GDP/exports/jobs (including explanation of how/why tourism is considered an export))
- size/impact of the tourism industry at the national level (e.g., number and origins of international travelers, volume of receipts, contribution of tourism to US GDP/exports/jobs)
- size/impact of the tourism industry at the state level (e.g., number and origins of visitors, volume of receipts, contribution to jobs, return on investment)
- importance of industry – county/city level (this would be the only portion that changes from place to place, partner with the local CVB to present best data they have)
- introduction to MTSP – vision + eight goals

Discussion of the Creative State brochure as a model for a written piece:

<http://datadrivendetroit.org/projects/art-serve-michigan/>. MEDC and MDNR both have infographics that could be incorporated into a presentation and/or a brochure.

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

Some monies have been provided to purchase the land, but there remains a lack of any funding for the plaza 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>

Awaiting word from feds, NITC officials continue prep work for Detroit River bridge (Crain's Detroit, September 12, 2014):

<http://www.craigslist.com/article/20140912/NEWS/140919914/awaiting-word-from-feds-nitc-officials-continue-prep-work-for>

State approves land transfer deal for new border bridge (Crain's Detroit, September 26, 2014): <http://www.crainsdetroit.com/article/20140926/NEWS01/140929882>

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. A similar site in the US leaked. Michigan Senators Levin and Stabenow recently introduced a Senate resolution urging the administration to oppose the proposal to build this permanent nuclear waste repository in the Great Lakes Basin. This is a companion resolution to one previously introduced by Rep. Dan Kildee. The Senate resolution is co-sponsored by Sens. Mark Kirk, R-Ill., and Tammy Baldwin, D-Wis.

Congressman Dan Kildee Introduces Congressional Resolution to Protect Great Lakes from Threat of Nuclear Waste (August 28, 2014): <http://dankildee.house.gov/media-center/press-releases/congressman-dan-kildee-introduces-congressional-resolution-to-protect>

Levin, Stabenow introduce Senate companion to Kildee House resolution opposing permanent storage of nuclear waste in Great Lakes Basin (September 18, 2014): <http://www.levin.senate.gov/newsroom/press/release/levin-stabenow-introduce-senate-companion-to-kildee-house-resolution-opposing-permanent-storage-of-nuclear-waste-in-great-lakes-basin>

Canadian Nuclear Safety Commission page on OPGDGR:
<http://www.nuclearsafety.gc.ca/eng/resources/status-of-new-nuclear-projects/deep-geologic-repository/index.cfm>