

**2012-2017 Michigan Tourism Strategic Plan
Resources and Environment (RE) Committee Meeting
Kellogg Centre, East Lansing, 12-5pm, April 30 2015**

Agenda

~ lunch to be ordered from the menu ~

1. Welcome and Introductions – All
2. Review of November 10 2014 Meeting Notes – All
3. Update from January 15 (partially joint with NRC Marketing, Partnership, Youth and Outreach Advisory Committee) and March 22 Travel Commission Meetings – Travel Commissioner Christian W. Øverland
4. Discussion of March 22 MTSP Annual Meeting – All
5. Relevant Updates from Other MTSP Committees – Sarah Nicholls
6. Review/Add to List of Michigan Superlatives/Brad's 'Awesomes' – All
7. Discussion of Proposed Stewardship Award – All
8. Next Steps and Next Meetings – All
 - a. Next RE meeting
 - b. Joint meetings
9. Committee Member Updates Relevant to RE Goal/Objectives (as time allows)

GOAL: Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and heritage resources.

Objective One: Support and expand efforts to inventory resources critical to Michigan tourism and communicate results to relevant entities.

Objective Two: Identify key issues facing and threats to the integrity of Michigan's tourism resources and raise awareness of and support for these issues.

Objective Three: Raise the profile of Michigan's tourism industry as a national leader in resource quality and stewardship.

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Meeting Notes

In attendance: Christian Øverland (Co-Chair), Maia Turek (Co-Chair), Bill Anderson, Marci Cisneros, Ann Conklin, Dennis Eade, Betty Workman, Sarah Nicholls.

Absent: Frank Ettawageshik, Brad Garmon, Larry Wagenaar.

Noted that Christine Rector from Northern Initiatives has stepped down from committee.

Welcome and Introductions – All.

Review of November 10 2014 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from January 15 and March 22 Travel Commission Meetings –

The January 14 meeting was preceded by a joint meeting with the Natural Resources Commission's Marketing, Partnership, Youth and Outreach Advisory Committee, an idea suggested by new Travel Commissioner John Madigan (Pictured Rocks Cruises). The main four agenda items at this meeting related to: (i) DNR customer data, priorities and marketing goals; (ii) Pure Michigan direction, goals and priorities; (iii) Pure Michigan/DNR partnerships; and (iv) the MTSP. It is anticipated that this joint meeting will become an annual occurrence. The regular TC meeting was the first attended by new Travel MI VP David West.

The March 22 meeting included much discussion of TC opinions re. Proposition 1. Both MLTA and TICOM do support the proposition. While the TC has not publicly endorsed Prop. 1, it is highly supportive of any/ all transportation infrastructure improvements. Presentation by David West featured some 2014 visitation data, ideas about how to evolve the campaign (e.g., how to appeal to millennials), and an update on the website redevelopment process/RFP.

Discussion of March 22 MTSP Annual Meeting –

The second annual meeting of all implementation committees took place immediately following the March 22 Travel Commission meeting. This meeting was open to all industry members and provided the annual opportunity for committee Co-Chairs to present their (i) progress in the prior year and (ii) plans for the coming year. Attendance in 2014 (when the meeting was placed on the Tuesday afternoon, following the closing luncheon) was ~ 100;

attendance this year was ~ 35, with especially low TM participation. Room size, layout and location were also not ideal. Discussion of how to increase attendance at this meeting has already started and will continue. Suggested by Sarah at April PMC meeting to organize a ½ day MTSP Summit in the autumn in a central location such as Lansing (for all committee members + any interested industry members); Travel Commission will discuss this idea at their June 5 meeting.

Updates from Other MTSP Committees –

Only PMC has met since the March 22 meeting ... The final version of the Michigan Bicycle Tourism Marketing Plan was presented to the industry during the March 23 MTSP breakout session. A companion marketing plan template has also been developed, to allow other niches to replicate the process via which the bicycle plan was developed. In 2015 the committee will work with the craft brewery and equestrian segments to develop marketing plans for those niches.

Review/Add to List of Michigan Superlatives/Brad's 'Awesomes' –

No additions received as of yet. Please send any “Michigan firsts” of which you know to Sarah by noon June 24.

Discussion of Proposed Stewardship Award –

As first discussed at November 2014 meeting, with overall purpose of creating/encouraging/inspiring an ethic of stewardship within Michigan's tourism industry. Intention is for award to be presented for the first time at the Governor's Conference on Tourism in 2016. In which case, would need to announce application process late fall 2015 (agreed that an application process is preferable to nominations). By which time would at a minimum need:

- A name for the award
- A judging panel/committee (the members of the RE committee?) (would need a policy for how to deal with applications from organizations with which committee members are affiliated)
- A list of categories and criteria
- Design for the award (Christian offered that The Henry Ford could handle award design and production, as they do for TICOM's Governor's Awards for Innovative Tourism Collaboration)

Categories – various alternatives suggested ...

- Just give one award, at least in the first year (so no categories per se)
- Give multiple awards but in no specific categories
- Sector-based categories, e.g., lodging, food and beverage, events, attractions, transportation providers, destinations

- Resource type-based categories, e.g., natural, cultural, heritage (discussion of difference between culture, heritage, history, etc.)
- Possibility of an overall 'people's choice award'

Criteria ...

- Innovativeness
- Significance
- Statewide impact
- Inspirational

Also need:

- A fuller timeline
- An application form/process
- A pre- and post- awards marketing/PR plan

Christian and Maia will take lead on these items.

Some sample tourism awards:

World Travel & Tourism Council "Tourism for Tomorrow" Awards: "The WTTC Tourism for Tomorrow Awards are aimed at recognising best practice in sustainable tourism within the industry globally, based upon the principles of environmentally friendly operations; support for the protection of cultural and natural heritage; and direct benefits to the social and economic well-being of local people in travel destinations around the world ...

Candidates can apply in one of six categories: Community Award, Destination Award, Environment Award, Innovation Award, People Award and Sustainable Business Award."

<http://www.wttc.org/tourism-for-tomorrow-awards/>

TICOM Governor's Awards for Innovative Tourism Collaboration: recognize organizations and programs that demonstrate innovative collaborative alliances – four categories: marketing/promotion, education/training, experience presentation, non-traditional partnership/collaboration – 2015 application packet available here:

<http://www.mitourismcoalition.org/documents/2015CollaborationAwardsNominations.pdf>

Committee Member Updates Relevant to RE Goal/Objectives –

Maia: DNR wines ...

"Chateau Grand Traverse is launching a new series of wines supporting Michigan's great outdoors and the Department of Natural Resources. Through this unique pilot project, Chateau Grand Traverse (CGT) has produced and bottled three custom-labeled wines and is committing a portion of the proceeds to the Department of Natural Resources (DNR) to better Michigan state parks, trails, and waterways -- and online visitors get to choose how

the funds will be used. The new series, "CGT Wines of the Great Outdoors" brings together the best of Michigan's natural resources -- both agricultural and recreational -- for the benefit of the state's residents and visitors. The three wines, appropriately named Woods, Waters, and Picnic, will be released in retail stores throughout Michigan, just in time for the biggest camping weekend of the year." See more at (May 14 2015 press release): http://www.michiganwines.com/article?news_id=5&article_id=142&view=recent#sthash.AhOKuj9P.dpuf

Dennis: microbeads ...

"Microbeads are polyethylene microspheres that are widely used in cosmetics as exfoliating agents and personal care products such as toothpaste, as well as biomedical and health science research, microscopy techniques, fluid visualization and fluid flow analysis, and process troubleshooting.[1] They are commercially available in particle sizes from 10 µm to 1000 µm (1mm). Low melting temperature and fast phase transitions make this material especially suitable for creating porous structures in ceramics and other materials. Because they pass sewage treatment without being filtered, they have resulted in plastic particle water pollution." (Wikipedia)

"Why Those Tiny Microbeads In Soap May Pose Problem For Great Lakes" NPR story from May 2014, Lake Michigan focus: <http://www.npr.org/2014/05/21/313157701/why-those-tiny-microbeads-in-soap-may-pose-problem-for-great-lakes>

National level:

"Michigan's U.S. senators are proposing legislation which would phase out the use of microbeads — tiny, synthetic beads used in cosmetics and personal care products which environmentalists say get flushed through treatment facilities and into the Great Lakes. The bill by U.S. Sens. Debbie Stabenow and Gary Peters, named the Microbeads Free Waters Act of 2015, is companion legislation to that cosponsored in the House by U.S. Rep. Fred Upton, R-St. Joseph, the chairman of the Energy and Commerce Committee considering the measure." Read the rest of this May 26 2015 story at <http://www.freep.com/story/news/local/michigan/2015/05/26/senate-microbead-bill/27970933/> and this March 4 2015 article about Upton's proposal ("Bill would ban cosmetic microbeads") at: <http://www.freep.com/story/news/local/michigan/2015/03/04/bill-bans-microbeads/24388945/>

What other states are doing (according to Wikipedia): "Illinois became the first U.S. state to enact legislation banning the manufacture and sale of products containing microbeads; the two-part ban goes into effect in 2018 and 2019. In October 2014, the New Jersey Senate passed a similar ban and Governor of New Jersey Chris Christie signed it in March 2015. The New York State Assembly voted in May 2014 to ban microbeads, and additional legislation was under consideration in Ohio. The Personal Care Products Council, a trade group for the cosmetic industry, came out in support of the Illinois bill. Major beauty companies such as The Body Shop, Johnson & Johnson, L'Oréal, and Procter & Gamble have pledged to phase out plastic microbeads from their products. In August 2014, a bill that would have banned use of microbeads in California failed to pass the Senate. Since the Microbead-Free Waters Act of 2014 H.R. 4895 which would ban sale and distribution of

cosmetics containing plastic microbeads, died in Congress, Representative Frank Pallone re-introduced The Microbead-Free Waters Act of 2015 (H.R. 1321) on March 4, 2015. It has been referred to the House Energy and Commerce Committee.” Also: “The Netherlands is the first country to announce its intent to be virtually free of microbeads in cosmetics by the end of 2016.”

What Michigan is doing:

Michigan joins other Great Lakes states in considering microbead products ban (Feb 25 2015): http://www.mlive.com/news/index.ssf/2015/02/microbeads_ban_michigan.html
This article references Sens. Steven M. Bieda (D-Macomb County) and Rebekah Warren (D-Ann Arbor) introduction of SB 0158 (<http://www.legislature.mi.gov/documents/2015-2016/billintroduced/Senate/pdf/2015-SIB-0158.pdf>) which would ban the sale of any personal care products containing plastic microbeads in Michigan.

State rep. introduces microbeads bill to protect Michigan waterways (Mar 18 2015): <http://candgnews.com/news/state-rep-introduces-microbeads-bill-protect-michigan-waterways-82126> This article references State Rep. Christine Greig’s (D-Farmington Hills) introduction of House Bill 4287 (<http://legislature.mi.gov/doc.aspx?2015-HB-4287>)

A second bill (HB 4345) was introduced by Rep. Rick Outman (R) on Mar 12 2015: <http://legislature.mi.gov/doc.aspx?2015-HB-4345> In this version, the definition of microbead has been changed to be more lenient.

TICOM is looking to the RE committee for guidance re. which bill to support. Agreed to support more stringent of the two. Christian drafted a statement to this affect for Dennis to share with TICOM.

Marci – Grand Haven Salmon Festival and its sustainability practices ...

Sept 18-20 2015: <http://www.ghsalmonfest.com/>
Our Journey Towards Sustainability: <http://www.ghsalmonfest.com/about/sustainability/>

The festival hosts 7000-10,000 people but only generated 40 pounds of refuse that was unable to be composted or recycled in 2014. Goal is become zero waste. See handouts provided by Marci for additional information.

Discussion of creation of a “zero waste best practices toolkit” for other festivals/events. Could be presented at Michigan Recreation & Park Association and Michigan Festivals & Events Association conferences. Marci, Ann and Maia to take lead.

Bill – SS Badger seeking National Historic Landmark Designation ...

SS Badger National Historic Landmark Designation support sought (June 12 2014):
“Mayors in the port cities served by the SS Badger are asking residents of their communities to write U.S. Secretary of Interior Sally Jewell in support of National Historic

Landmark status for the 410-foot, coal-fired, steam-powered carferry. The historic Lake Michigan Carferry steamship was recommended in 2011 for NHL designation by the national historic landmarks committee, but the nomination stalled over concerns with the Badger's coal ash discharge into Lake Michigan. That issue has been resolved through a consent decree between LMC and the EPA and approved by the U.S. Department of Justice that requires the Badger to stop its coal ash discharge by the start of the 2015 sailing season. LMC is designing and will install a coal ash retention system after the end of the 2014 season which runs until Oct. 26. " Rest of story here:

http://www.shorelinemedia.net/ludington_daily_news/news/local/article_f6d1c1c8-f243-11e3-aca4-001a4bcf887a.html

And here's a more recent update on the status of the EPA's emissions mandate: EPA OKs SS Badger for another season (May 15 2015): "Federal regulators say operators of the 63-year-old coal-fired passenger ferry SS Badger have made the necessary environmental improvements to keep the vintage vessel in service carrying people and cars across Lake Michigan."

<http://www.wzzm13.com/story/news/local/lakeshore/2015/05/14/epa-oks-coal-fired-ferry-for-another-season-on-lake-michigan/27348489/>

Christian and Sarah –

The Henry Ford hosted the most recent meeting of the House Tourism and Outdoor Recreation Committee (membership listed below). Chair Rendon visited with the PPGS committee on March 2 2015; Rendon 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. At the PPGS meeting 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.

- 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

Next Steps and Next Meetings –

- Next meeting – 9am-noon Fri June 26 – via conference call (Christian to provide call-in information).
- Meetings after that in September and November.
- September meeting (per previous proposal by Maia) at the MDNR's new Outdoor Adventure Center in Detroit (http://www.michigan.gov/dnr/0,4570,7-153-10369_64258---,00.html).