

**2012-2017 Michigan Tourism Strategic Plan
Resources and Environment (RE) Committee Meeting
Outdoor Adventure Centre, Detroit, 9:45am-3pm, September 29 2015**

Agenda

1. Welcome and Introductions – All
2. Review of June 26 Meeting Notes – All
3. Update from Sept 24 Travel Commission Meeting – Travel Commissioner Christian Øverland
4. Fall 2015 MTSP Summit – Mon Nov 9 9:30am–2pm – Lansing – Sarah Nicholls
5. Relevant Updates from Other MTSP Committees – Sarah Nicholls
6. MTSP RE Poster for 9th Biennial State of Lake Michigan/15th Annual Great Lakes Beach Association Joint Conference – Sarah Nicholls
7. MTSP Ties to the Michigan Water Strategy/Meeting with Jon Allan – Sarah Nicholls
8. Stewardship Award – Christian and Maia = leads
 - Award name
 - Composition of judging panel/committee
 - Award categories
 - Award criteria
 - Award timeline
 - Application form/process
 - Pre- and post- awards marketing/PR plan
9. Zero Waste Best Practices Toolkit – Marci, Maia and Ann = leads
10. Committee Member Updates Relevant to RE Goal/Objectives (as time allows)
11. Next Steps and Next Meetings – All

**2012-2017 Michigan Tourism Strategic Plan
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Outdoor Adventure Centre, Detroit, 9:45am-2pm, September 29 2015
Meeting Notes**

In attendance (in person): Christian Øverland (Co-Chair), Bill Anderson, Ann Conklin, Brad Garmon, Larry Wagenaar, Betty Workman, Sarah Nicholls.

In attendance (on phone): Maia Turek (Co-Chair).

Absent: Marci Cisneros, Dennis Eade, Frank Ettawageshik.

Welcome and Introductions – All.

Review of June 26 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from Sept 24 Travel Commission Meeting –

The September 24 meeting was preceded on the afternoon of September 23 by a two-hour presentation/discussion led by MEDC about recent US and Michigan travel research. This was the first meeting under the new TC Chair (Christian Øverland, The Henry Ford) and new TC Vice Chair (Stephen Kircher, Boyne), and new Travel Michigan VP Dave Lorenz.

Two new TC members were announced on August 19 and both attended the September 24 meeting: Charles Burns, of Novi, and Sammie Lukaskiewicz, of Jackson (http://www.michigan.gov/snyder/0,4668,7-277-57577_57657_59871-362774--,00.html). TC members Mike Busley and Jon Nunn were also reappointed.

“Burns is general manager of the Chevrolet Detroit Belle Isle Grand Prix. Previously, he served as director of security for the IndyCar Series and the Indianapolis Motor Speedway. Burns is the treasurer of the Detroit Metro Convention Visitors Bureau Board, where he also serves on the executive committee. He sits on the boards of MotorCities National Heritage Area and Challenge Detroit. He replaces Susan Sherer.

Lukaskiewicz is senior director of communications at the Michigan International Speedway where she oversees the integrated marketing communications team responsible for public relations, media relations, advertising, marketing, consumer marketing, promotions, and social media. Lukaskiewicz is on the board of directors of Brooklyn Irish Hills Chamber of Commerce and is a member of the Automotive Press Association. She earned a bachelor’s degree in journalism from the University of Texas and a master’s degree in management and leadership from Webster University. She replaces Roger Curtis.”

Agenda items included: an update from the Highway Hospitality Committee (by Bill Wahl, MDOT); MTSP updates by Sarah and each of the eight committee co-chairs; a presentation about the role and responsibilities of the Travel Commission by MEDC Senior Corporate Counsel; and, a brand marketing update by McCann Erickson. Also discussed: need to start planning in 2016 for development of next MTSP (to begin 2018); second joint meeting of the TC with the Natural Resources Commission's Marketing, Partnership, Youth and Outreach Advisory Committee (tentatively scheduled for January 2016); reissuing of michigan.org website redevelopment RFP; and, budget issues at MEDC ("The Michigan Economic Development Corporation today announced 65 layoffs and a 27 percent cut in funding, effective Oct. 1, according to multiple news outlets and confirmed to MiBiz by an MEDC spokesperson" <http://mibiz.com/item/22891-medc-announces-layoffs.-budget-cuts>).

Fall 2015 MTSP Summit – Monday November 9 9:30am–2pm – Lansing

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 of the conference, 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. After discussion of how to increase attendance at this meeting, suggested by Sarah to organize a ½ day MTSP Summit in the autumn, without the distraction of the conference, in a central location such as Lansing (for all committee members + any interested industry members); Travel Commission discussed and approved this idea at their June meeting.

The Fall 2015 MTSP Summit will take place Monday November 9 9:30am–2pm in Lansing. It is hoped that all members of all eight committees will attend; also open to any other interested industry members. Each committee will have c. 30 minutes for their presentation and audience questions/discussion; Co-Chairs will be encouraged to make their presentations interactive, i.e., actively solicit input from the audience. This date will represent the approximate half-way mark in MTSP implementation.

Updates from Other MTSP Committees –

Collaboration, Cooperation and Partnerships (CCP): Is focusing on ways in which to (i) help under-promoted niche activities better connect with Travel Michigan and the broader tourism industry, and (ii) connect with industry segments that may not see themselves as tourism industry members but that CCP believes to be important to the industry, e.g., gas stations, convenience stores. As a result of (ii), Sarah wrote an article with a student that appeared in the Small Business Association of Michigan's (SBAM's) Focus Magazine (Nicholls, S., and Woods, M. (2015). "Why Tourism Matters to You and Your Business." *Focus*, 12(1), September/October, 18-19); Sarah also recorded a radio segment with SBAM VP of Communications Mike Rogers that is airing on Michigan Business Network (on the same topic). Sarah also presented on the MTSP during a panel session at the Michigan

Association of Counties meeting in September. In process of redeveloping SBAM article for possible publication by Michigan Retailers Association.

Funding: The MI Tourism Plan Fund balance is about \$54k. The committee would like a list of possible projects for funding from each committee by early November. Funding for the Pure Michigan campaign is projected to increase by \$4 million – to \$33 million – in 2015-16.

Product Development (PD): Primary focus is on trails – two trails-related documents – a best practices case study of the Iron Ore Heritage Trail (IOHT) in Marquette and an IOHT user survey – were presented to the Travel Commission at the September TC meeting. PD is also considering an accessibility/mobility-related award or how-to guide/toolkit.

Promotion, Marketing and Communications (PMC): The MSU international student survey is complete and was presented to the TC at its September 24 meeting. The final version of the Michigan Bicycle Tourism Marketing Plan was presented to the industry during the March 23 MTSP breakout session at the Governor's Conference. A companion marketing plan template has also been developed, to allow other niches to replicate the process via which the bicycle plan was developed. The committee is currently working to develop a similar plan for the equestrian tourism segment.

Research and Technical Assistance (RTA): Unfortunately the county-level data promised by David West will not be available after all. RTA will therefore need to readdress this issue, which was one of the primary desires identified by the CVBs in a survey of their research needs conducted in 2013.

Service Excellence (SE): Continues to conceptualize a "Pure Michigan Promise" service training program. PMC discussion of how such a program might be delivered – PPT or video? Also of relevance – Dave Lorenz is considering adopting/developing a "China Ready" training program.

MTSP RE/PD Poster for 9th Biennial State of Lake Michigan/15th Annual Great Lakes Beach Association Joint Conference – Text reviewed, some edits/additions suggested, Sarah will send draft of illustrated poster in mid-October (conference is Oct 28-30).

MTSP Ties to the Michigan Water Strategy/Meeting with Jon Allan –

Following joint meeting of RE co-chairs Christian and Maia with the Public Policy and Government Support committee to discuss common issues/industry concerns, especially re. potential for collaboration between MTSP implementation committees and the Sustaining Michigan's Water Heritage effort, Sarah met with Jon Allan, Director of the Office of the Great Lakes, in August to begin these discussions; topics of potential collaboration/concern as identified by Jon include microbeads, potential for Great Lakes cruising, and water trails. Joint meeting of members of RE and PPGS with Jon Allan and some of his staff Tuesday October 23 in Lansing.

“The draft Water Strategy, “Sustaining Michigan Water Heritage, A Strategy for the Next Generation,” places Michigan on the path to achieving this vision in a way that builds economic capacity while sustaining the ecological integrity of the resource and ensures that water resources are protected, valued and cared for by present and future generations. It is designed to protect, manage and enhance Michigan's water resources for the benefit of current and future generations.” Find the full report here: http://www.michigan.gov/deq/0,4561,7-135-3313_3677_64891---,00.html

Stewardship Award –

As first discussed at November 2014 meeting, with overall purpose of creating/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 (April 17-19 in Lansing). Award to be designed/created by The Henry Ford.

Discussion of need to fulfill the brand promise, and of critical measures of success in the RE arena, e.g., number of LEED-certified buildings, recycling efforts, number/acreage of conservancies, etc. Discussion of how to set the standard for the award in the first year. Suggested to use a nomination process in year one, with an application process to follow in subsequent years.

- Award name – The Pure Award.
- Composition of judging panel/committee – members of the MTSP RE committee + additional representatives from MDNR (Sandra Clark suggested), MDARD and MDEQ.
- Award categories – none in first year, rethink in subsequent years.
- Award criteria – innovativeness, significance, statewide impact and/or ability to be replicated throughout the state, inspirational, commitment to continuous improvement.
- Award timeline – year one (nomination process): RE committee to send nominations to Sarah by Oct 30, Travel Commissioners and CVB Directors also to be invited to submit up to three nominations. Sarah to collate list and share with judging panel by Nov 6. Judging panel to meet in Dec to discuss nominations. Top 10 to be identified by Jan 29. The Henry Ford will require names of awardees by Feb 12.
- Application form/process – not needed in first year, revisit next year, suggested to use first year winners to help refine application form items (revised form based on Sept 29 discussion attached).
- Pre- and post- awards marketing/PR plan – won’t need pre- plan this year, will need post-, agenda item for next meeting.

Zero Waste Best Practices Toolkit – remains in progress.

Next Steps and Next Meetings –

- Sarah will check with Dave Lorenz re. name ‘Pure Award’ – done – this is ok.
- Sarah will solicit Pure Award nominations from RE committee, Travel Commissioners and CVB Directors – nomination forms have been sent to RE members, to go out to TCers and CVBs by end of week.