

Resources and the Environment

Hillman, June 27 2012, Thunder Bay Resort

Flip Charts

- Objective: Create one source for information in regards to wildlife and plant life by region and bloom, or viewing date calendars for all areas and waters of Michigan
- Objective: Promote Michigan's state owned assets and set measureable goals for conservation of those assets such as lakes, streams, and wildlife
 - Promote but do not destroy*
- Objective: Identify natural resources and activities related to the natural resources
 - Spread the word! *
 - Act on Asian carp*
- Objective: Educate and motivate the legislature on the importance of public policy to protect and use public natural resources to gain new expanded policy to achieve the goal. Use experts to influence policy statements and enforcement
- Strategies
 - Document the NC and H resource online with pictures, video, and text
 - Identify natural resources
 - Map wildlife and their environment (eagles, elk, migrating, birds, etc.)
 - Develop wildflower bloom time calendars by region
 - Become known for "four seasons" state
 - Promote the Great Lakes, the many rivers and lakes
 - Map of database of hiking and biking trails by region and connection
 - Rivers, lakes, streams
 - Small towns
 - State land
 - Keep land open to public H2O
 - Education, role of opportunities for
 - Public policy for access to public land and water
 - Expound on Pure MI theme: need to keep it pure ('Keep MI Pure')
 - Make it an experience accessible
 - Protect resources
 - Stewardship of natural resources
 - Coordinate stewardship actions
 - Climate change impact
 - Environments concerns invasive species, zebra mussels

Resources and the Environment

Individual Objectives and Strategies Sheets

- Objective: inventory.
 - Strategy
 - Interconnecting state trail work, funding? More work on hiking and biking trails. Available connecting trails database. More detail other than rails to trails. Create upkeep of trail work
 - Create mobile application that pin points what natural resource is active, in bloom, or nearby
- Objective: educate tourists about natural resources in the state . In turn they can receive education relating to the natural resources. Identify natural resources and activities related to them, good signage and promotional materials. Maps, social marketing
 - Strategy: sustainable sense of place. Tourism is a step to attract potential residents, entrepreneurs, and to build the MI economy. Pure MI natural resources can be used to develop a sense of place to attract and keep people (another valuable asset)
- Objective: educate tourists about our natural resources, identify natural resources and activities related to these natural resources
 - Strategies
 - Check hits on website, campsite administrations, geocaching sites
 - Good maps, promotions of same, signage, social media
 - Keep land open for public use, advertise, stewardship
 - Environmental stewardship, protect, ethics, relationship between land and community. Accessibility to appreciate these natural resources
- Objective: environment, preserve, less invasive species
- Objective: make resident and out-of-staters aware of the impact they have on environment and therefore its eventual impact on tourism
 - Strategy: funding to advertise areas natural resources as well as recreational attraction. Becoming known as “four seasons fun state!”
- Objective: inventory current wild life and plant life and water resource lists. Compare to maps/regions and fill in the blanks. Inventory current trail systems, bike paths, etc. compare. Create/correct MI website to include printable maps and lists
 - Strategy: map wildlife/environments (eagles, elk, migrating birds, etc.). Develop wild flower bloom time calendars by region
- Objective: study impact of warmer weather on the great lakes and evaporation, noticing over and what that does to tourism. Promote riverbank restoration, fish planting and wildlife habitat through the MDNR and conservation groups. Lobby the state legislature on conserving state lands and resources
 - Strategies
 - Promote Great Lakes and inland lakes and rivers

Resources and the Environment

- Great lakes change the dynamic from specific community to overall state
 - Make people think of MI water
 - Michigan has the water
 - Make people realize MI has the largest coastline of any state except Alaska. Longest fresh water. Most state and federal land per capita east of the Mississippi river
- Objective: Document the natural, cultural, and historic resources in an accessible database with photos and video on live format and other media. Document the efforts and actions of stewardship of those who are stewards of the public. Public policy or access to public land expanded
 - Strategy: educate and motivate the legislature on the importance of public policy to protect and use public natural resources to gain new expanded policy to achieve the goal. Use experts to influence policy statements and enforcement
 - Miscellaneous strategies
 - State land: ATV, ORV, hunting, bird watching, camping, snowmobiling
 - Lakes: fishing, boating, family swimming
 - Small towns: friendly, helpful

Sault Sainte Marie, July 10 2012, Best Western

Flip Charts

- Objective 1: By 2017, comprehensive inventory conducted of national, cultural, and historical resources and associated values by county
 - Strategies
 - Check natural features inventory
 - Develop clear guidelines of development, list... consistency
 - Identify county coordinators to coordinate development of list
 - Identify most compelling stories by county (logging, maritime history...)
 - Assistance from state as needed (people and state) to avoid index reinstatement
- Objective 2: Distribute content of said inventory to visitors and industry professionals
 - Strategies
 - Integrate inventory of MI "greats" into school curriculum "what's great about our state"
 - Easy to read what's great about our state" annual publication for public and tourist professionals
 - Kiosks in travel centers with maps and sites
 - Online database of asset inventory for tourism industry through MI.org
 - Certificate program for tourism employees who complete inventory read and take test successfully

Resources and the Environment

- Incentives for raising awareness of other regions (free ads?)
- Better signage and interpretation of natural, cultural, historical resources
- Develop Pure MI ad (TV) that speaks to this goal!
- Objective 3: By 2017, identify key threats to integrity of natural, cultural, historical resources
 - Strategies
 - Forum and partnerships to inventory potential threats to natural, cultural, and historic resources (invasive species, changes in climate, development pressures on resources)
 - Use these partnerships to develop strategies to mitigate these threats
 - Disseminate the information to the industry
- Objective 4: By 2017, more fully engage NR community in RE related issues

Individual Objectives and Strategies Sheets

- Objective: By 2017, do an inventory of potential threats to our natural, cultural, and historical resources. Include invasive species, changes in climate, development pressures on our resources and develop strategies to mitigate these threats
- Objectives
 - To allow people without means to experience our natural resources
 - To protect allow access to fishing areas located close to urban areas for children with limited means
 - To provide easy access to each county so that children may catch a fish, not open to adults
- Objectives
 - Highlight in our advertising the natural resources that we have in MI by site and area of MI
 - Promote the cultural and historic aspects of the state, age, relevance to history
 - Religious: first missions, cathedrals, etc.
 - Distribute
- Objectives
 - Learn enough about our state's resources to speak about them to visitors in an intelligent and intriguing way that coaxes visitors and appreciation
 - Brag more about MI's vast natural resources
 - Invest in better signage, facilities, and maintenance at resource centers to fulfill visitor expectations (parks, museums, etc.)
 - Identify all of state's resource "landmarks" and educate tourism professionals about them so they can promote state as a whole

Resources and the Environment

- Celebrate public and preserve lands in a way that encourages travel to them because other there are towns serving as gateways to these lands that will benefit economically from more visits
- Capitalize on state's Pure MI campaign to promote MI products and resources
- Strategy: distributing inventory list (see yellow notes)

- Objectives
 - Raise awareness of tribal resources as partners. Culture: responsibilities of native people for taking care of creation/the earth
 - Build tribal partnerships
 - How we view life

- Objectives
 - By 2017, conduct a comprehensive inventory of the key natural, cultural, and historic resources within the state by county
 - By 2017, identify the key threats to the integrity of the state's key natural, cultural, and historical resources (invasive species)
 - By 2017, increase opportunities for handicapped individuals to experience the full spectrum of MI resources and experiences
 - By 2017, more truly engage the Native American community in interpreting this cultural heritage to the natural resources of MI

Ypsilanti, July 16 2012, Eastern Michigan University

Flip Charts

- Objective 1a: Develop comprehensive inventory of natural, cultural, historical, agricultural, etc. resources by region
 - Strategies
 - Tie this aggregate list of spaces into an aggregated calendar of events
 - Define touristic resources by categorizing i.e. agriculture, historic, natural
 - Need name, location, key characteristics
 - Promote the list for each category
 - Convention bureaus, chambers
 - Information from local sources, chambers, CVs, etc.

- Objective 1b: Share communicate said inventory with industry professionals and tourists
 - Strategies
 - Put inventory in geographic database that can be queried by users
 - Create MI app for phones etc.
 - Website of MI recreation opportunities and natural resources by location, interest, and easy to access

Resources and the Environment

- When talking about natural resources, explain their 4 season appeal and what the surrounding area offers year round
- Objective 2: increase focus on cultural and historical attractions (certain proportion of Pure MI ads)
 - Strategies
 - Research historical events and attractions
 - Promote same
 - Livelier ads and promotions
 - Combine historical and artistic and cultural
 - Who? Local and state CVBs, historical societies and institutions need to answer the call
 - Film industry can promote MI through media. Positive view of state through interpretation
 - Develop guides for businesses to use to help educate staff on tourism and how they support it. Like a sales sheet

Facilitator Notes

- Preserve, develop to produce max numbers and types of outdoor experiences harmoniously avoid over-use
- Identify and promote in context of history and art resources
- Beyond auto
- NA, pioneers, civil war, inventors and scientists, history of Detroit
- MI's role in id and history of country
- Access and communicate access → make easy to use. Develop complete inventory by region and share
- Categorize/elements catalogue
- Consider over and underuse and code of conduct (multiple users)
- Historic preservation
- Increase focus on culture/history

Individual Objectives and Strategies Sheets

- Objectives
 - Create an inventory of cultural/historical by region
 - Do more to promote geo-tourism as the conservation of unique characteristics of places
 - Encourage the development of university degree programs, may be interdisciplinary that promote geo-tourism development
 - We need to better program students for the sustainable growth of the system of related industries that determine tourism development

Resources and the Environment

- Objectives
 - Create a statewide database of resources, sites, etc. By categorizing in order to foster knowledge of products, sites, etc.
- Objectives
 - While preserving our environmental resources, develop them to provide max numbers and types of experiences for residents and out of state visitors (and international visitors)
 - Develop and market MI's cultural, historic, artistic, musical, etc. resources to draw visitors and enrich their experiences of MI
- Objectives
 - MI has definitely promoted itself as a state filled with natural resources of beauty and wonder. It now needs to identify and promote itself in the context of its historical and cultural role in America and the world
 - MI's history goes beyond the automobile, which changed the world , for sure. Its history and culture includes its Native American past, pioneers, civil war, two largest walled prisons on the planet, (a potential Alcatraz for MI), artists, inventors, musicians, actors, scientists, and more
- Objectives
 - Access to resources
 - Communication of use
 - Water, hiking, etc., rifle shoot, target

Dearborn, July 19 2012, The Henry Ford

Flip Charts

- Objective 1: Inventory resources by type
 - Strategy
 - Develop a "master resource" inventory that stakeholders use and contribute to so as to eliminate information being scattered through the state and not cohesive
 - Communicate and partner with state agencies, coalitions, associations, non profits, and universities to identify existing inventories and gaps
 - Survey diverse resource managers to gather accurate information to populate inventory
 - Establish a standard system for adding and updating profile information of resource (annual updates)
 - Establish a central inventory database accessible to tourism stakeholders and the general public
 - Be inclusive of all may enjoy and experience them
- Objective 2: Expand awareness and knowledge of resources (using inventory?)

Resources and the Environment

- Strategy
 - Develop usable information so users know of available locations to enjoy our resources
 - Create joint and collaborative marketing campaigns- either by theme or location
 - Market theme type itineraries to promote cultural, historic, or natural resources
 - Marketing music invite tourist, rich jazz history, Motown music history
 - Establish ways for tourist offerers to standardly promote their resources (by categories)
- Objective 3: Increase legislative support for policies that support stewardship of and opportunities to experience MI's resources
 - Strategies
 - Have a legislative day for stakeholders to promote the enjoyment of our resources (all types)
 - Encourage tourism industry stakeholders to contact and request legislative support for specific resources related policies
 - Create legislative updates that are regularly provided to tourism related stakeholders
 - Meet with incoming legislative freshmen to advocate for support and become a priority with their legislative focus
 - Partner with the league of conservation to gain support for stewardship of MI's natural resources
 - Work with existing advocacy coalitions to educate policy makers on the importance and value of MI's resources
- Objective 4: Expand opportunities to engage and experience MI's Native American culture and heritage
 - Strategies
 - Promote Indian culture by informing tourists of ways to experience it
 - Spend more time and money on promoting and designing offerings related to Native American culture and heritage
 - Develop partnerships with Native American councils to develop tourism experiences based on Native American culture and history (ways of life, spiritual, historic sites, etc.)

Facilitator Notes

- Inventory all resources, categorize by type
- Prioritize stewardship of natural resources to ensure they stay world class
- Create effective ways for resource managers to leverage the tourism industry's expertise (partners)
- Include all stakeholders that desire to experience natural resources
- Expand opportunities to engage and experience MI's Native American culture and heritage

Resources and the Environment

- Increase promotion of ecotourism
- Expand funding to preserve historic sites. Increase legislative support for policies. Policy makers knowledge and support of protecting natural resources
- Increase policies that protect natural resources

Individual Objectives and Strategies Sheets

- Objectives
 - Inventory our natural resources to make them available to a variety of users
 - Include all stakeholders that desire to experience our natural resources
 - Expand knowledge of cultural resources
 - Expand knowledge of our historical resources
 - Strategy: be inclusive of all users of natural areas
- Objectives
 - Prioritize stewardship of MI's natural resources to ensure they are and stay world class
 - Expand opportunities to experience and engage MI's native American heritage and culture
 - Preserve and expand funding to MI's historic sites
 - Increase communication about MI's cultural offerings, especially those in the arts (including education)
 - Increase policies that preserve, protect and prioritize MI's wild spaces and wildlife
- Objectives
 - Require policy makers are knowledgeable about the resources in MI that create (increase) tourism and the means to protect such resources
 - Increase the type/amount of "eco tourism" advertising/promoting regionally and globally
 - Create effective ways for land managers/resource managers to leverage the tourism industry's insights and talent
 - Increase the focus on resource management and its impact on the state' economy

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts

- Objective 1: Secure 12 international stories/features centered on MI's state/national parks, and/or cultural heritage four season offerings annually
 - Strategies
 - Establish a targeted media list (publication, contact, readership, etc.)
 - Identify potential story themes. Natural attraction (state parks, national parks, national fares, national recreation areas, unique events). Cultural heritage

Resources and the Environment

- (maritime history, logging history, mining history, Native American, automotive, Motown)
- PR firm
 - Define activities during each month by season (festivals, activities, events)
 - Interview international guests about their experience at cultural/historical resources
- Objective 2: Increase awareness of natural, historic, and cultural resources through local/regional/state collaborations to make local information globally available by December 2017
 - Strategies
 - Develop an interest-based online tool to improve access to MI's resources. Do it by regional quadrants
 - Inventory and lump area highlights by region to make it easier to find on the web
 - Have city/township input information re. their cultural/historic/stewardship resources into website
 - Identify local government, business, and community leader contacts for communications related to collaborations
 - Develop historic and cultural MI trails (i.e. Robert Trent Golf Trail)
 - Identify specific offerings pictured in Pure MI advertisements
 - 100% of DMOs include information online re natural, cultural, and historical resources
 - Objective 3: Identify three key stewardship practices that can be internationally promoted
 - Strategies
 - Identify and assess all current stewardship practices
 - Complete state survey of key natural and cultural heritage sites to determine stewardship activities, involvement, private/public partnership, and (????)
 - Fishing habitat management for excellence, unique birds, protected species brought back from endangered list, all could be promoted
 - Develop a tool or program to convey water quality to visitors
 - Make regulations (hunting and fishing) more user-friendly and tie to overall goal (why do we have these regulations)
 - National ranking? Parks, fisheries, etc.
 - Develop ecotourism industry DNR, MDARD, DEQ, private sector
 - Identify national and international awards related to stewardship, apply, and promote upon winning
 - World records, hunting and fishing
 - Develop ecotourism program DNR, MDARD, ag, private industry

Resources and the Environment

Individual Objectives and Strategies Sheets

- Objectives
 - Embrace and market our significant resources. In addition to the natural resource we have significant cultural resources as well. I am not sure that we as a state have truly embraced our national significance in both cultural and natural resources
- Objectives
 - Secure 12 international stories annually centered on recreation offerings at our state and national parks and cultural heritage offering
- Objectives
 - Natural wonders, Tahquamenon Falls, Sleeping Bear Dunes many lakes, Great Lakes and others
 - Something for every season, skiing, snowmobiling, fall tours, wineries, museums, golfing, canoeing, color, adults and kids
 - Dining
 - Cultural festivals statewide
 - Michigan has something for everyone anytime of the year
 - Strategies
 - Have all DMOs include a list or links of natural, cultural, and historical resources in area
 - Define specific areas available
 - Promote the awards we have won
- Objectives
 - More specific favoritism identify and advertising of cultural and historic resources (already cover natural)
 - This is tough in a limited marketing plan
 - Are there national and international awards for states and areas accomplishing (re environmental stewardship)
 - Audubon society
- Objectives
 - Bike trail, through WM rails to trails
 - Fishing, fly, habitats, ice, different types we have
 - Maple sharing
 - Local product to local restaurants
 - Historic resources
 - Local database of all history, cultural, natural resource opportunity input

Resources and the Environment

Lansing, July 26 2012, The Lexington Lansing

Flip Charts

- Objective 1: Increase Visits to publicly owned natural resource areas by 10% annually until 2017
 - Strategies
 - Develop application for phones to show trails and paths for cycling
 - Bicycling: connect green areas via off road pathways to parks and cities. Promote cycling, MI Bicycle Club
 - Increase specific social media messages to promote one site in each region of the state DNR
 - Get sponsor to do a giveaway to anyone who has visited all 102 state parks
 - Birding, MI Audubon, national Audubon, promote more festivals for birding
 - Develop in state marketing/PR plan. Who? Travel MI and DNR
 - Fam tours for national and international media (Travel MI)
- Objective 2: Increase awareness of outdoor recreation opportunities through national and international media coverage by 20% annually
 - Strategies
 - Package “variety pack” of exposure opportunities (DNR/Travel MI)
 - Outdoor photography professional MI photographs, create a national/international annual conference promoting MI opportunities
 - Develop a fishing specific social media campaign “Reel Michigan”
 - Develop and implement a pin board project on Pinterest highlight MI recreation Travel MI

Facilitator Notes

- To increase the visitors to various points of interest within the state
- Increase license sales, recreation passport, enrollment, museum admission
- Create new opportunities for birding and bicycling tourism
- Increase awareness of outdoor recreation opportunities such as hiking, cycling, and birding
- Promote photography opportunities in MI
- Cultivate a statewide culture of support and stewardship of MI’s historical and natural resources
- Generate national and international media coverage of MI’s stewardship and opportunities for natural and cultural stewardship

Individual Objectives and Strategies Sheets

- Objectives
 - International recognition

Resources and the Environment

- Lead way in protection of natural resources, create programs
- Increase visitors
- Increase bicyclists, birders
- Michigan TV station

- Objectives
 - Increase awareness of numerous recreational opportunities available (highlight variety, all seasons)
 - Increase license sales/recreation passport enrollment/museum admissions, etc.
 - Emphasize inclusion and accessibility that relate to these resources and create a welcoming environment
 - Facilitate partnerships with resource-based organizations/agencies
 - Dedicate advertising dollars that highlight resources and the environment

- Objectives
 - Cultivate a statewide culture of support and stewardship of MI's natural, cultural, and historic resources (measurement, annual statewide surveys)
 - Generate national and international media coverage of our stewardship opportunities about our exceptional natural, cultural, and historic resources (measurement, ad equivalency)

- Objectives
 - Increase visitors to various points of interest
 - Market opportunities, international as well as locally
 - Provide packaged visits
 - Provide easy access to opportunities including accessibility
 - Further promote campaigns that increase awareness (equals more visitors)

- Objectives
 - Percentages and numbers
 - Increase awareness of outdoor recreation opportunities where specifically to go to get started
 - Build relationships with adventure groups, tour guides, international organizations, study abroad organizers to increase awareness of resources
 - Encourage and build upon existing successful partnerships to increase ROI of money spent (rather than creating silos)
 - Increase number of participants in agriculture

Resources and the Environment

Kalamazoo, July 30 2012, Holiday Inn West

Flip Charts

- Objectives 1: Increase awareness of MI's vast outdoor, cultural, and heritage resources
 - Strategies
 - Multi language mi.org
 - Promote the vast amount of attractions and areas in MI via website
 - Use college and universities to increase volunteering for stewardship and preservation of natural resources
 - Provide volunteer opportunities for tourism transformation
 - Centralize catalog online with access information (directions, cost, activities, etc.)
 - Catalog options in each area
 - Improve accurate understanding of natural and environmental features (catalog outdoor activities) translate accurately
 - Promote Detroit as our "urban" experience
 - Focus on place making
 - Determine our world class "souvenirs"
 - Determine our world class destination
- Objective 2: Increase international visitors by __%
 - Strategies
 - Increase transportation linkages from major international airports to outdoor destinations
 - Make international travel more user friendly. Have proper transportation and language accommodations
 - Determine major untapped international origin markets
 - Match international origin culture to MI destination
 - Advertise in airports with direct international flights to MI
 -
- Objective 3: Increase awareness of affordable options for travel in MI
 - Strategies
 - Develop cost translations for sought after products of MI (emphasize value!)
 - Make people aware of the price options for vacation in MI
 - Affordable means different things to different people
 - Cross cutting..
 - Study and use Costa Rica as a model
 - Train tourism providers i.e., customer service
 - Understand the audience needs and desires
 - Develop partnerships with MI nature centers (60)
- Objective 4: Increase access link transportation from Detroit to other areas of state (rural, etc.)

Resources and the Environment

- Strategies
 - Connect DTW to out of state destinations
 - Develop boat/ship cruising
 - Free or reduced cost layover in Detroit
- Objective 5: Increase opportunities for transformational experiences in travel
 - Strategy: Focus on “experiences” that lead to transformation

Facilitator Notes

- Increase awareness of vast outdoor resources. Include more geographic areas of tourism, different business interested in tourism to acknowledge diversity of the state (e.g., Drummond Island)
- Catalogue of all the places available and see what
- Catalogue and promote world class destinations (Isle Royale)
- Continue to increase websites and applications
- Connect rural to metro
- International transportation, increase transportation opportunities so they can get to outdoor experiences, increase bus travel
- Increase awareness of diversity of MI as more than Detroit. Trails and parks, resorts, every mile
- What is MI recognized/known for?
- Awareness, affordability, experience, copper mine tours
- Increase awareness of affordability to travel in MI. Promote affordability vacations direct them to resources e.g., DNR site for campgrounds see the beauty of MI while being frugal
- International market, increase international visitors by __%
- Determine major untapped original markets, maybe they are not
- Determine ???? MI match and profile e.g., differences between Mexico, India, China
- Who wants to come to MI and who has resources what is the consumer culture in those origin place i.e., in MI you need a car to get places, do people want to drive on their vacations, getting people to their destinations

Individual Objectives and Strategies Sheets

- Objectives
 - Determine major untapped international origin markets
 - Determine tourism consumer culture in those origins
 - Determine MI attractions that match origin demand
 - What are our world-class destinations?
 - How do we make them accessible?
 - What would you buy if you came to MI?
 - How do we communicate language translation (translators?)

Resources and the Environment

- Objectives
 - Improve accurate understanding of both common and unique natural and environmental features of MI (catalogue outdoor activities)
 - Increase transportation opportunities that will take visitors to the out of doors
 - Regionalize the state into environmentally different zones
 - Renew school trips (real and virtual)
- Objectives
 - Partnerships with the over 60 nature centers in MI
 - Partnerships with the farms, markets, you-picks, to take advantage of growing interest in food and MI top industry
 - Create “places” more place making
 - Create trails, excursions, adventure travel, experience transformational, resorts (60s style), Detroit (draw Europeans) cruises
- Objectives
 - Catalog, funding sources, websites/applications/electronic media, state advocate for public/private

Frankenmuth, July 31 2012, The Bavarian Inn Lodge

Flip Charts

- Objective 1: Increase focus on natural history and culture on mi.org (with special focus on smaller businesses measurement: proportion of content or of ads)
 - Strategies
 - Promote ethnic and cultural events comprehensively on existing site
 - Be intentional with videos that establish our heritage and resources to school age children and families alike
 - Promote kids’ activities for the arts, midland center for the arts
 - Have chambers encourage members to do this!
 - MI is one of the safest states to live in as far as low incidents of natural disasters (floods, tornadoes, earthquakes, etc.)
 - How can we make it easier for visitors to experience the natural resources (itineraries)
 - Promote parks, campgrounds, natural wonders (Great Lakes, Pictured Rocks, etc.)
 - Promote MI going green, gardens, orchards
- Objective 2: Identify and win at least x amount of national and international awards related to our resources and environment and promote wins, future and past
 - Strategies

Resources and the Environment

- Identify criteria for existing competitions and compare to our assets that could compete in MI. Who? Travel Commission subcommittee
 - Research international awards that have been held in the other countries
 - Determine which awards you would like to win and why, get your team to buy in on the why, and meet the objectives and criteria
- Objective 3: Host one international conference or symposium per year related to resources and the environment
 - Strategy: National Main Street or international downtown association meeting, identify more!

Facilitator Notes

- Increase focus on natural history and MI culture on mi.org. Measure proportion of content and advertisements with focus on smaller entities
- Identify and win at least x national or international awards relevant to our resources and environment
- Access existing partnerships “sister cities” with international sites
- Host international symposium event

Individual Objectives and Strategies Sheets

- Objectives
 - Develop focus on mi.org for natural history and mi culture. This may include key links to significant historical/cultural sites around the state
 - Be intentional with videos that celebrate our heritage and resources to school age children and families alike
 - Promote ethnic and cultural events comprehensively with mi.org
- Objectives
 - Help promote small businesses that feature a resource i.e. natural canoe rental co, historic castle museum
 - Use key high tech ideas, promote via Facebook
 - Cultural, promote kid activities at arts
 - Strategy: research international awards that have been in other countries
- Objectives
 - Establish a natural resources, cultural resource website for information regarding environment (canoeing, boating, hiking, skiing, etc.) and culture (museums, public art)
 - Access existing collaborations between inter universities and companies and sister city partnerships (MSU, Dow)

Resources and the Environment

- Objectives
 - Have tourists know all the opportunities/resources in the state
 - Unite all groups into cross promotions/central agency for this
 - Overwhelm the tourist so they feel the need to return
 - Introduce tourists to new things they usually wouldn't do
- Objectives
 - Current campaign highlights experiences for how can we make it easy to natural experience
 - Stewardship, recognized, win some awards, advocates?
 - Historic, farmers markets

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts

- Objective 1: raise awareness at all levels of existing stewardship standards and highlight examples of stewardship excellence by Dec 2013
 - Strategies
 - Passed the strongest ?? water discharge law of any state in the US
 - Compile a database of green standards facilities
 - Confirm partners (stewards) by spring 2013 USBC/green values/CSP/MPU/PCMA
 - As a resource, should mi.org be multi lingual?
- Objective 2: Protect and promote the Great Lakes as a natural, freshwater resource
 - Strategies
 - Focus on boating as a tourism draw
 - Sample streams and rivers for invasive species DNA to prevent the establishment of the threat
- Objective 3: Preserve and promote our history through preservation education and international promotion
 - Strategy: partner with all state/local/city historical societies to cross promote via websites by 2013
- Objective 4: Work with the DNR to manage natural and historic resources for tourism
 - Strategies
 - Improve DNR online information
 - Community collaboration (DNR and communities)
 - Utilize data to determine communication strategies
 - Monthly state park visitor recap to CVBs

Resources and the Environment

- Objective 5: Increase awareness with visitors of the beauty and potential danger of natural resources
 - Strategy: partner with agencies by securing reciprocal links (weather bodies?) coast guard, MI boating association

Individual Objectives and Strategies Sheets

- Objectives
 - The Great Lakes are: the greatest fresh water resource in the world and how we promote and enhance and protect them is the most important stewardship endeavor we can undertake. Come experience the majestic beauty , the power, and the resources available in our Great Lakes
- Objectives
 - Protect our Great Lakes as a natural resource (clear beaches, invasive species, trash that comes across the lake)
 - Protect or automotive heritage and boating/maritime heritage and lighthouses how do we maintain them better
 - Automotive
 - Great Lakes is theme
- Objectives
 - Partnerships with community sustainability collaboration
 - USGBC, apex, green initiatives CIC, associations/green practices and meetings, green city, conference of mayors (grand Rapids top city), green venue certification hotels, establish rules on website, 1/6 of fresh water in the US
- Objectives
 - Working more closely with the DNR to manage the resources for tourism
 - Do more in the way of highlighting the historical or cultural aspects of the state and different regions
- Objectives
 - Make sure we are being good stewards of our natural, cultural, historic resources
 - Determine what the most critical are to protect and what we want to market
 - What are the resources we want to hold as precious and what ones do we want to share and market
- Objectives
 - Move sports and recreation into the top 5 activities visitors participate in (strongest image in awareness statistics)

Resources and the Environment

Houghton, August 13 2012, Franklin Square Inn

Flip Charts

- Objective 1: Protect MI's water resources using appropriate planning and regulation
 - Strategies
 - Quantify economic benefit of resource protection and stewardship
 - Closely monitor existing pipelines and tightly regulate new pipelines
 - Prohibit drilling under Great Lakes!
 - Adequate funding of monitoring agencies

- Objective 2: Ensure opportunities for all users and activities whilst minimizing conflict between users
 - Strategies
 - Interagency planning and communication
 - Public/private partnerships with user groups
 - Plan and develop separate non motorized and motorized trail systems to minimize inherent conflicts

- Objective 3: Encourage and create opportunities for off-highway use of resources
 - Strategies
 - Inventory resources available to support this objective e.g. rails to trails
 - Better mapping of resources with better trail connectivity
 - Determine needs and develop strategies to address them
 - Increase statewide trail mileage by 20%

- Objective 4: Support full funding for local/state/federal parks and all other resource managers
 - Strategies
 - Produce economic impacts of resource package
 - Inform state and national legislators about the positive economic benefits of natural and cultural resource stewardship
 - Set funding targets aligned with resource management objectives
 - Increase marketing and sales of fishing, hunting licenses, through a Pure MI TV commercial

- Objective 5: Support full funding for local and state cultural, historic, etc. programs and agencies
 - Strategies
 - Set funding targets with defined objectives
 - Inform state and national legislators about the importance and value of natural and cultural resource stewardship

Resources and the Environment

- Objective 6: Inventory and publish database of 80% of resources available to visitors
 - Strategies
 - Publish “best practices” guides for stewardship of resources (resource managers)
 - Publish “Top 100 of each resource category for visitors
 - Michigan’s scenic byways and heritage routes are important assets. Many private lands, such as nature preserves and nature areas are important assets for visitor experience and outdoor opportunities
- Objective 7: Support education and research and development efforts related to resource stewardship
 - Strategies
 - Link Pure MI program goals with state university goals and programs
 - Use economic development to promote green technology
 - E.g. snowmobile challenge at MTU

Facilitator Notes

- Protect MI’s water resources with appropriate planning and regulation. No drilling under GL, DEQ/DNR data
- Ensure opportunities open to all users (activities) whilst minimizing conflict between users
- Encourage and create opportunities for use of resources off highway. Strategy: diversify the imagery in Pure MI advertisements
- Find and support the DNR, local, state, national parks and all other resource managers funded
- Educate legislators re. their importance. Educate public and legislators re. econ benefits of parks and of stewardship of resources and of Pure MI campaign
- Team MI for providers (from SE table)
- Support full funding for all cultural/historic, etc. programs and agencies
- Inventory and publish database of 80% of resources available to visitors (for use by resource managers)
- Support education, resource and development, use and quality efforts related to resource stewardship

Individual Objectives and Strategies Sheets

- Objectives
 - Promote regional networks. Associations of historical museums for instance or orchards, driving routes/tours that would connect those associates’ sites
 - Encourage out of car experiences, engage with the environment, hiking trails, bike trails, etc.
 - Non traditional transport, snowmobiles, bus tours, non motorized

Resources and the Environment

- Objectives
 - Compile inventory in a central access database identifying 80% of resources available to visitors by 2017
 - Publish best practices guidelines for stewardship of resources available to 100% of MI communities and organizations by 2017
 - Develop a publication for each of the 100 top cultural, historic, natural, and agricultural resources in the state by 2017 without cost for listing

- Objectives
 - National, state, and local parks and historic sites are fully funded as stewards of resources, inform national and state legislators, budget support
 - Economic benefits of excellent natural and cultural resources. Stewardship are well documented and well publicized. Inform public and national and state legislators
 - There is a shared vision between national, state, and local governments and community members about the value of resource preservation and stewardship workshops, meetings, and forums

- Objectives
 - Protect our rivers, lakes, and especially the Great Lakes
 - No drilling under the Great Lakes!

- Objectives
 - Raise awareness that MI's resources and their stewardship has a substantial positive economic benefit
 - Fund the MDNR so they can do their job
 - Take politics out of MDNR's business (legislative interference)
 - Tie this RE goal to Team MI initiative
 - Fund MI's arts and culture programs Determine what our success with this goal would look like

- Objectives
 - Try to minimize conflicts between user groups (don't close a trail for a mine)
 - Maintain adequate monitoring of extractive (logging, mining, etc.) industries
 - Continue to improve available technology for these industries
 - Maintain present historical sites, NPS and century farms

- Objectives
 - Need to be sure resources are available to all users. Be sure advertisements reflect variety state has to offer

- Objectives
 - Create statewide map for snowmobiling
 - Create permanent trails (trails change where private property owners)
 - Trails to connect all town or villages

Resources and the Environment

Mackinac Island, August 15 2012, Grand Hotel

Flip Charts

- Objective 1: Pursue certification and recognitions for unique features (or develop if they don't exist)
 - Strategies
 - Identify and contact sister historical institutions
 - Identify experts in the community with unique historical and cultural resources and knowledge
 - Tie local stories and points of interest to national events and stories to encourage travel to and from MI and partner communities
 - Create brochures and web materials to discuss uniqueness of geological resources (i.e. UP shoreline)
 - Recognition for natural resources. Awards for exemplary
 - Position community as the authority on historic and cultural stories and activities (trail tours and parks)
 - Publicize hawk migration
 - Build cross dimensional public/private partnerships
- Objective 2: Be more cohesive in developing the narrative that links the cultural, historical, and natural resources
 - Strategies
 - Contact indigenous people for historic and cultural stories for programs
 - Consciously integrate history, culture, and natural resources in new Pure MI advertisements
 - Establish historical commission (volunteer)
 - Develop grants and contests to build a blended narrative
 - Pure MI staff expand concept to next level
 - Pursue grants for cultural endeavors and exhibits
- Objective 3: Develop an education component around our resources
 - Strategies
 - Find unique and new places for historical, cultural, and natural displays and exhibits
 - Use trails to expose history, culture, and nature resources create free programs as an investment in resource protection (dollars and emotional)
 - Find collaborators nationally and internationally i.e. trails collaboration (necessity/exhibit)
 - Hold a brainstorming session with academics who could develop educational segments

Resources and the Environment

Facilitator Notes

- Promote as migratory bird destination/viewing largest hawk migration
- Tie unique
- Historical and cultural features to national events and features. Parent with comparable historic sector other states/country
- Multidimensional image
- The culture and history together better so people understand we are more than cars
- Historical narrative into more cohesive
- International dark sky park, pursue certification, recognition of unique assets
- Educational destination (model of managing wetlands, how manage), cohesive look

Individual Objectives and Strategies Sheets

- Objectives
 - Use existing unique features and designations i.e. international dark sky park in Emmet county as a spring board for larger collaborations i.e. new dark sky coast legislation signed by Gov. Snyder for 22,000 acres of preserve drawing national and international attention
 - Tie our interesting historical and cultural features to national events and other states' history/culture i.e. Big Rock challenge with Plymouth Rock, Mass (Mackinaw City)
 - Establish core groups of committed citizens who are passionate about natural, cultural, and historic resources to come together with ideas and share workload i.e. Emmet Historical Commission and McGugin PT Lighthouse turns into archaeological dig
- Strategies
 - Free programs about area of interest unique features
 - Identify experts in the community i.e. Dark Sky Park
 - Find collaborators and pursue partnerships regionally and nationally and internationally i.e. Fort Necessity
 - Contact indigenous sources to speak to history and culture of their tribe/group
 - Pursue grants/funding for cultural endeavors i.e. exhibits MHC and NEA
 - Become the authority i.e. trails group, trail tours, and dark sky light
 - Tie local points of interest to national events to connect people to their history and cultural and encourage travel to our sites
- Objectives
 - Tie our history to other locations globally and within the state. Work on joint project
 - Model wetland management and experience
 - Recognized as a major bicycling state with nature/art/history
 - Migratory bird observatory location
- Strategies
 - Identify the unique feature to pursue and fund comparable institutions

Resources and the Environment

- Identify resources we could feature as educational destinations
- Objectives
 - Develop our cultural resources and grow awareness of the area
 - Develop our historical resources, define a clearer and more comprehensive narrative
 - Tie the two above in a cohesive way with our widely recognized natural resources of water, wilderness and wildlife through the above
 - Craft an identifiably unique and full image of the culture history and natural resources that is beyond cars (SE) and lakes (N) as important as those are i.e. make MI more multidimensional
- Strategies
 - Consciously integrate natural, historical, and cultural dimensions into Pure MI advertisements
 - Develop grant structures for programming that includes the three dimensions
 - Build consciously cross dimensional public/private partnerships between natural resources, historic, and cultural organizations