

**2012-2017 Michigan Tourism Strategic Plan  
Service Excellence (SE) Committee Meeting  
State Room, Kellogg Centre, 1-4pm, February 9, 2015**

**Agenda**

1. Welcome – All
2. Review of October 15 Meeting Notes – All
3. Update from November 7 2014 and January 15 2015 Travel Commission Meetings –  
Travel Commissioner Larry Schuler
4. Proposed Statewide Pure Michigan Promise Service Excellence Program – All
  - a. 30 minute ‘preview’/introduction (for presentation at Governor’s Conference)
    - i. explain importance of tourism in Michigan
    - ii. describe work of Travel Michigan and the Pure Michigan campaign
    - iii. describe the purpose of the MTSP
    - iv. incorporate definitions of service excellence and The Pure Michigan Promise
    - v. other elements?
  - b. RFP for delivery of program
    - i. purpose and goals
    - ii. eligibility
    - iii. submission process/materials
    - iv. evaluation process/criteria
    - v. reporting requirements
    - vi. other critical sections?
5. Next Steps and Next Meeting – All
  - a. New member(s) – replacement for Rick Hert
  - b. March 22 Annual Meeting at Governor’s Conference
  - c. Additional breakout session at Governor’s Conference

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**Meeting Notes**

**In attendance:** Larry Schuler (Co-Chair), Jennifer Zieger (Co-Chair), Julie Pingston, Sarah Nicholls. David West, new VP of Travel Michigan, joined the meeting at 3:15pm.

**Absent:** Brian Behler, Kelly Brennan, Chris Shepler, Julie Sprenger, Judy Zehnder-Keller.

**Review of October 15 Meeting Notes** – Notes reviewed and approved, no changes or additions made.

**Update from January 15 2015 Travel Commission Meeting** – Travel Commissioner Schuler noted that the majority of the meeting consisted of a presentation by/discussion with new VP of Travel Michigan David West. Due to a lack of time, the MTSP was not discussed in any detail.

**Proposed Statewide Pure Michigan Promise Service Excellence Program –**

At the August and October meetings the committee agreed that instead of supporting the development of multiple, individual, community-specific CTA-style programs, it would instead support a single, overarching, state-wide program that could be presented as a stand-alone piece or layered over the community-specific CTA training that has now been adopted by Lansing, Kalamazoo, Grand Rapids, Ann Arbor and Flint (other communities such as Petoskey/Boyne also have their own, somewhat similar programs developed by other vendors). Noted that it is essential that Travel Michigan is supportive of this concept before the committee moves forward with an RFP process, hence the invitation to David West to join the meeting. David is supportive of the concept and though he is unable to commit dollars for the development of the program, he could assist with some staff time (as a liaison and to e.g., promote the program) and rewards/incentives for participants. Noted that the program should apply to individuals, not businesses (to avoid issues with the use of the brand/logo by companies).

Proposed characteristics of the program, per previous meeting notes:

- celebrate *all* of Michigan;
- define/explain Pure Michigan and the Pure Michigan campaign;
- help establish a Michigan mindset;
- include a description of the purpose of the MTSP;
- be Pure Michigan/ MTSP branded;

- incorporate the SE committee's definitions of service excellence and The Pure Michigan Promise;
- be saleable and user-friendly.

Questions re. program:

- What would the program be called? E.g., The Pure Michigan Promise Service Excellence Program.
- Who would pay for its (i) development (e.g., the MI Tourism Plan Fund, other donors) and (ii) implementation (e.g., individual participants, CVBs)?
- How would it be priced? meaning cost per participant
- Who would deliver it? could a 'train the trainer' format be employed, could a mass session be held at the Governor's Conference each spring
- How long would it last? meaning both length of program (number of hours) and any recertification process (would this be a one-time or an annual training)
- At what scale would it be delivered – county, MEDC region, etc.?

Agreed to develop a 30 minute 'preview' or introduction to program, to reveal at 2015 Governor's Conference. Could include components that:

- (i) explain the importance of tourism in Michigan (creation of spending, income, jobs, etc.);
- (ii) describe the work of Travel Michigan and the success of the Pure Michigan campaign;
- (iii) describe the purpose of the MTSP;
- (iv) incorporate the SE committee's definitions of service excellence and The Pure Michigan Promise:

*Service Excellence: A.C.M.E. Ambassadors. Creating. Memorable. Experiences. We are passionate ambassadors of Pure Michigan, committed to creating memorable experiences and igniting our guests with an undeniable desire to return to our state.*

*The Pure Michigan Promise: We promise to take pride in exceeding your expectations with a heartfelt and unforgettable experience, leaving you eagerly anticipating your return to Pure Michigan.*

Based on review of a sample of hospitality training RFPs, key elements should include:

- (i) purpose and goals;
- (ii) scope of work;
- (iii) eligibility;
- (iv) submission process and application form/materials;
- (v) evaluation process/criteria;
- (vi) reporting requirements;
- (vii) terms and conditions (legal).

Questions re. RFP:

- Who will draft the RFP? options include the SE committee, the Travel Commission, Travel MI
- Who will administer it? the SE committee, the Travel Commission, Travel MI
- Who will evaluate responses? the SE committee, the Travel Commission, Travel MI

**Next Steps -**

- Preparation of 5 minute update for Annual Meeting (3-5pm Sunday March 22) – Jen will be absent, Larry will give presentation.
- Preparation of 30 minute outline of proposed program and RFP process (to fill one half of one of the two one-hour break-out sessions devoted to the MTSP on Monday afternoon and Tuesday morning) – who will prepare this and who will present it?
- Rick Hert has retired from WMTA and from the SE committee – Larry suggested Ken Miller, CEO & Principal Partner of Millennium Restaurant Group, as a possible replacement.