

**2012-2017 Michigan Tourism Strategic Plan
Service Excellence (SE) Committee Meeting
Lovett Hall Library, The Henry Ford, 1-4pm, June 26, 2015
Call: toll-free 855-253-5909, participant code 1871341673**

(lunch will be served at noon)

Agenda

1. Welcome and Introductions – All
2. Review of February 9 Meeting Notes – All
3. Update from March 22 and June 5 Travel Commission Meetings – Travel Commissioner Larry Schuler
4. Discussion of March 23 MTSP Breakout Session SE Presentation – Larry Schuler, Jen Zieger, Sarah Nicholls
5. Discussion of May 1 Meeting with MI Chamber Foundation – Jen Zieger, Sarah Nicholls
6. “China Ready” Program – Sarah Nicholls (from Dave Lorenz)
7. Proposed Statewide Pure Michigan Promise Service Excellence Program – All
 - a. elements of program
 - 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?
8. Next Steps and Next Meeting – All

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Meeting Notes

In attendance (in person): Larry Schuler (Co-Chair), Jennifer Zieger (Co-Chair), Judy Zehnder Keller, Martha Zehnder Keller, Sarah Nicholls.

In attendance (on phone): Kelly Brennan, Trevor Tkach.

Absent: Brian Behler, Sally Laukitis, Julie Pingston, Chris Shepler, Julie Sprenger.

Welcome and Introductions – New members Travel Commissioner Sally Laukitis and Trevor Tkach, and guest/possible new member Martha Zehnder Keller, were welcomed to the meeting/committee.

Review of February 9 Meeting Notes – No changes or additions noted.

Update from March 22 and June 5 Travel Commission Meetings – Larry and Sarah

The March 22 meeting (Amway Grand Plaza, Grand Rapids) included much discussion of TC opinions re. Proposition 1. While the TC did not publicly endorse 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.

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. Suggested by Sarah 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 voted in favour of this suggestion at their June 5 meeting.

The June 5 meeting (The Henry Ford, Dearborn) included an update on the website redevelopment process/RFP and announcement of three new TM positions (web manager, content manager, PR coordinator). Annual TC leadership transitions were also voted on: new Chair = Christian Øverland (The Henry Ford) and new Vice Chair = Stephen Kircher (Boyne).

Additional discussion of resignation of David West and announcement of Dave Lorenz as Acting VP of TM.

Discussion of March 23 MTSP Breakout Session SE Presentation –

Discussion of Monday afternoon breakout session, which featured presentations by Service Excellence (outline of proposed statewide Pure Michigan Promise hospitality training program), Product Development (update on trails-related developments) and PMC (presentation of Michigan Bicycle Tourism Marketing Plan). Attendance ~ 35, quite active participation (lots of questions, could have used more time). Follow-up with one audience member precipitated discussion with Michigan Chamber, described below.

Discussion of May 1 Meeting with Michigan Chamber Foundation –

Jen Zieger and Sarah Nicholls met with Bob Thomas from the MI Chamber (also in attendance Mike O’Callaghan from Metro Detroit CVB). Discussion of the Chamber’s proposal re. a joint CVB/Chamber service training program. General status of relationships between Chambers and CVBs throughout Michigan discussed.

“China Ready” Program – Sarah Nicholls (from Dave Lorenz)

At the June 5 CCP meeting Dave described the ‘China Ready’ training program that he has recently learned about and is hoping to adopt or develop independently for implementation in MI. Here are two examples from LA and Copenhagen:

<http://www.discoverlosangeles.com/chinaready> and

<http://www.visitcopenhagen.com/copenhagen/china-ready-training>.

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). At the February meeting with David West, he indicated his support of the concept and though unable to commit dollars for the development of the program indicated 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 (*next page = identical to 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.?

Components to include sections 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

New notes from June 26 discussion:

Is an RFP really necessary? If the program was short (1 hour) and a train-the-trainer approach adopted (e.g., making use of committee members and MSU Extension agents), could the SE committee develop the program and kick off its implementation? Previously suggested that a session could be held at the Governor's conference every spring too.

Suggested to poll the CVBs and Chambers re. their current and desired programs. Sarah to draft and share with committee for edits ASAP.

Judy suggested a meeting between SE Co-Chairs (Larry and Jen) and Detroit CVB (Larry A. and Mike O'C) to discuss status of their training and opportunities to expand upon it. The CVB has previously indicated its willingness to share its materials at no cost.

Next Steps and Next Meeting –

- Sarah to develop survey (committee to review) and send to CVBs and Chambers.
- Aim to meet again before September Travel Commission meeting (currently schedule for Sept 17 but might be moved – Doodle to follow once date is confirmed).