

**2012-2017 Michigan Tourism Strategic Plan  
Service Excellence (SE) Committee Meeting  
Mozart Room, Bavarian Inn Lodge, 9:30am - 1:30pm, October 15, 2014  
(with lunch at 12:30pm)**

**Agenda**

1. Welcome and Introductions – All
2. Review of August 7 Meeting Notes – All
3. Update from September 12 Travel Commission Meeting – Travel Commissioners Larry Schuler and Julie Sprenger
4. Statewide Certified Tourism Ambassador (CTA) Program: Summary of August 7 Presentation and Proposed Alternative – Jennifer Zieger and Kelly Brennan
5. Consideration of Alternative Service Excellence Programs? – All
6. Next Steps and Next Meeting – Sarah Nicholls
  - a. Proposed new member
  - b. Meet before or after Christmas/New Year?

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**Meeting Notes**

**In attendance:** Larry Schuler (Co-Chair), Jennifer Zieger (Co-Chair), Brian Behler, Kelly Brennan, Chris Shepler, Julie Sprenger, Judy Zehnder-Keller, Sarah Nicholls.

**Absent:** Rick Hert, Julie Pingston.

**Welcome and Introductions** - Brian Behler, Assistant General Manager, JW Marriott Grand Rapids was welcomed to the committee.

**Review of August 7 Meeting Notes** – Notes reviewed and approved, no changes or additions made.

**Update from September 12 Travel Commission Meeting** – Travel Commissioners Larry Schuler and Julie Sprenger

Major topics of discussion included the VP position (unfilled as of September 12, announcement regarding hiring of David West made by MEDC on October 13 (<http://www.michigan.org/pressreleases/david-west-named-vice-president-of-travel-michigan/>); the sponsorship of the Tigers and the Pure MI 400; and, the MTSP implementation contract with MSU. Two commissioners rotated off as of August (Susan Sherer and Betty Workman); to date one new member has been announced = John Madigan, General Manager/Co-Owner, Pictured Rocks Cruises.

**Statewide Certified Tourism Ambassador (CTA) Program: Summary of August 7 Presentation and Proposed Alternative** – Jennifer Zieger and Kelly Brennan

Jen and Kelly summarized the presentation made by Mickey Shaefer and Kimberly Patterson at the August 7 meeting, which included an overview of the various programs their organizations can offer including CTA, the Experience Dedicated™ Destination (EDD) accreditation program and Visitor Journey A2DTM Arrival to Departure Tourism Training.

Recommended by those present at the August 7 meeting (Jen, Kelly, Rick, Julie) that instead of multiple, individual, community-specific programs the committee consider supporting an overarching, state-wide program that could be presented as a stand-alone piece or combined with the traditional, community-specific CTA training. Noted that in addition to the SE goal and objectives such a program could also assist in implementation/achievement of objectives related to Collaboration, Cooperation & Partnerships; Product Development; Promotion, Marketing & Communications; and, Resources & Environment.

Such a state-wide program should: 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; and, be saleable and user-friendly.

Questions:

- What would the program be called?
- Who would pay for its (i) development and (ii) implementation?
- How would it be priced?
- Who would deliver it?
- How long would it last?
- At what scale would it be delivered – county, MEDC region, etc.?

Suggestion to develop 30 minute 'preview' or introduction to program, to reveal at 2015 Governor's Conference.

Discussion regarding who should develop/deliver program, and of desirability of employing a bidding process that would include (and potentially favor?) Michigan-based individuals/entities.

### **Reminder of Objective One Definitions –**

*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.

### **Next Steps –**

- Sarah will collate some sample RFPs for development re. the training program.