

Michigan Travel Commission Meeting Agenda

9:30am	Call to Order Sally Laukitis, Chair
9:30am-9:40am	Welcome & Chair Report Sally Laukitis, Chair I. Welcome new commissioners II. Letter of appreciation of past commissioners III. Vice Chair nomination IV. Funding Officer nomination
9:40am-9:45am	Approval of August 7, 2020 Meeting Minutes
9:45am-10:05am	CVB Area Update Trevor Tkach, Exec. Director of Traverse City Tourism
10:05am-10:20am	Travel Director Update Dave Lorenz, Vice President of Travel Michigan I. Commission Officers appointments
10:20am-10:50am	Pure Michigan Marketing Update Kelly Wolgamott, Marketing Director of Travel Michigan I. Travel Michigan marketing during COVID II. 2020-2021 Partnership programs
10:50am-11:05am	Legislative Update Brad Heffner, MEDC I. Legal issues II. Hannahville Tribe update III. Air BnB legislation
11:05am-11:15am	Michigan Travel Strategic Plan Review Commissioners
11:15am-11:30am	Malware/Ransomware Attacks Stephen Kircher, Commissioner
11:30am-11:40am	Public Comments
11:40am-11:45pm	Upcoming Meetings
12:00pm	Adjourn