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Washtenaw County Convention & Visitors Bureau 2017-2019 Three-Year Strategic Plan



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Eric Helber
CVB Board Chairman

Washtenaw County CVB 2016 Board of Directors

Executive Committee

Eric Helber, Chair
Bank of Ann Arbor

Sean Duval, Immediate Past Chair
Golden International

Joseph Sefcovic, Vice Chair
Holiday Inn near the University

Mike Allemang, Treasurer
White Mountains Services, LLC

April King, Secretary
CPA/ AGC Automotive Americas

Tom Lamb, At-Large
Ann Arbor Ypsilanti Marriott

Sabra Briere,
Ann Arbor City Council

Brenda Stumbo,
Ypsilanti Township Supervisor

Mary Kerr, President and CEO
Washtenaw County CVB

Board Members

Beth Barron-Ernat
City of Ypsilanti

Kelly Victor-Burke
Co-Director/ Geotourism EMU

Sean Brosnan
Wayne County Airport
Authority

Bill Nickels
Ypsilanti Automotive Heritage
Museum

Maura Thomson
Main Street Area Association

Barry LaRue
University of Michigan

Tom Colis
Miller Canfield

Jim Kosteva
University of Michigan

Paul Cousins
Dexter Community Leader

Howdy Holmes
Chelsea Milling Company

Brenda McKinney
Superior Township

Charles Skelton
Hospitality Advisors

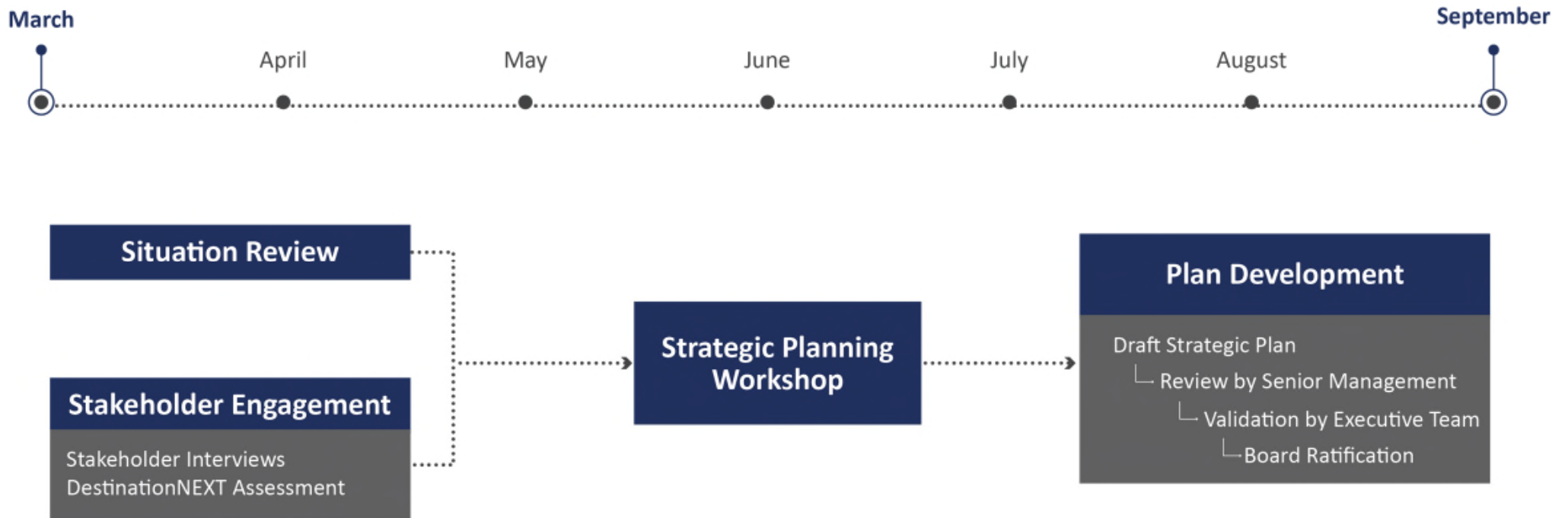
Karen Delhey
The Guild of Artists & Artisans

Mike Martin
First Martin Corporation

Linda French
Sidetrack Bar & Grill

Michael Weber
Weber's Inn

Strategic Planning Process



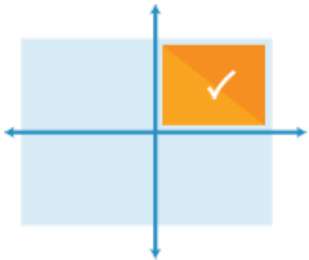
Engagement



One-on-one Interviews

27 Interviews

- 12 Members of the Board
- 12 Community & Industry Leadership
- 3 Washtenaw County CVB Management Team



DestinationNEXT Assessment

100 Responses

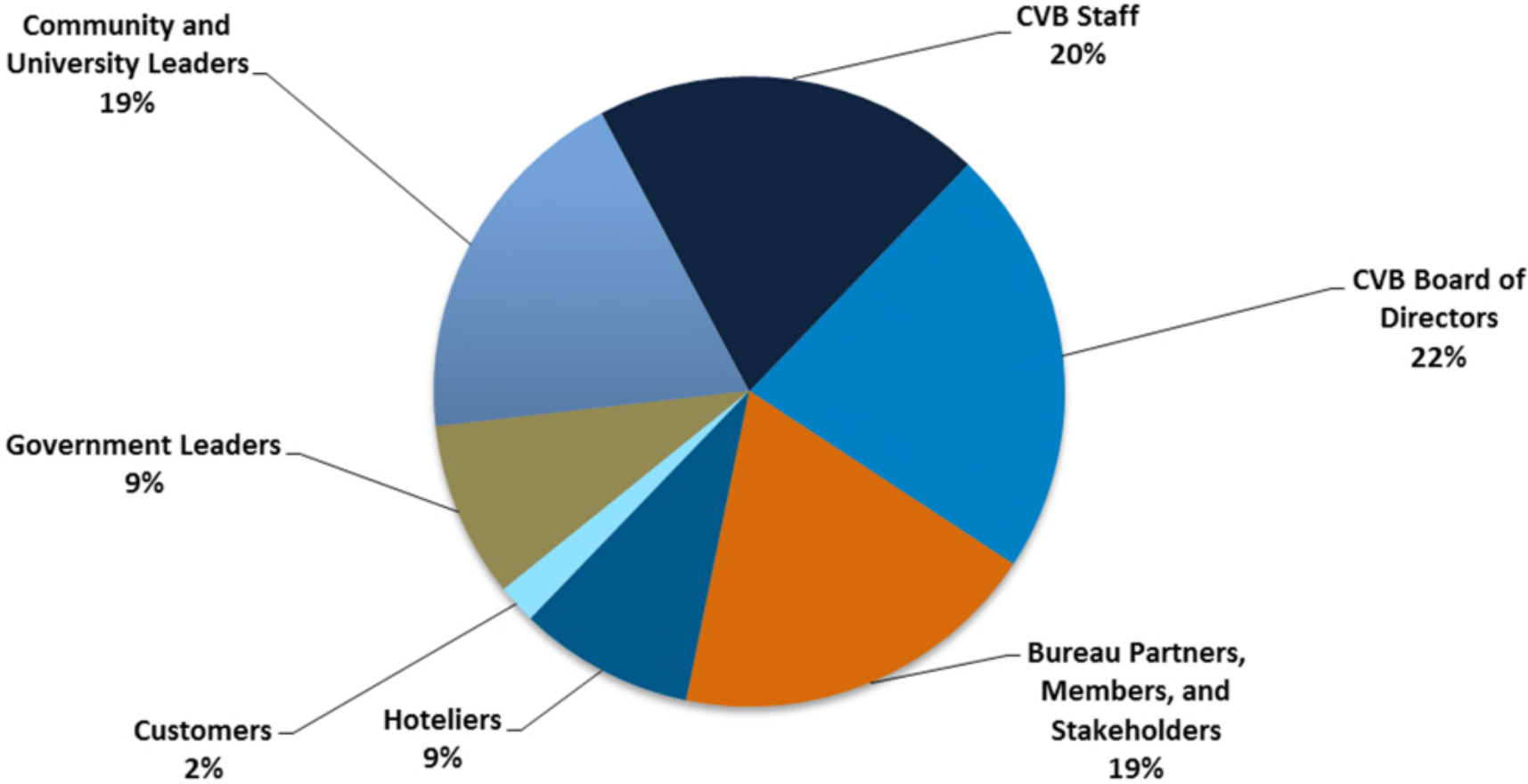
- 20 Staff
- 22 Board of Directors
- 19 Bureau Partners, Members, and Stakeholders
- 9 Hoteliers
- 2 Customers
- 9 Government Leaders
- 19 Community and University Leaders



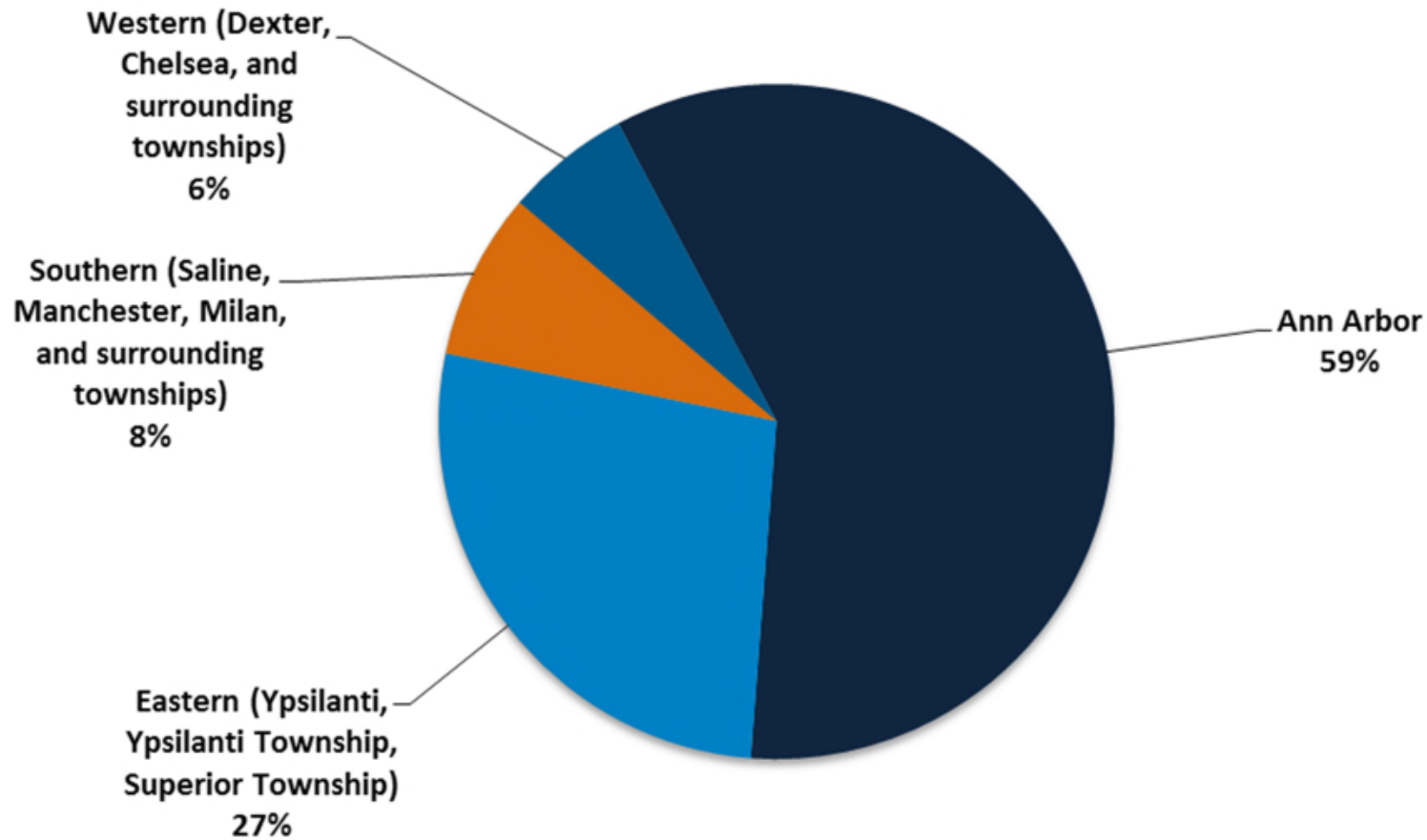
Board of Directors Workshop

June 9-10, 2016

100 Responses



Region Demographic





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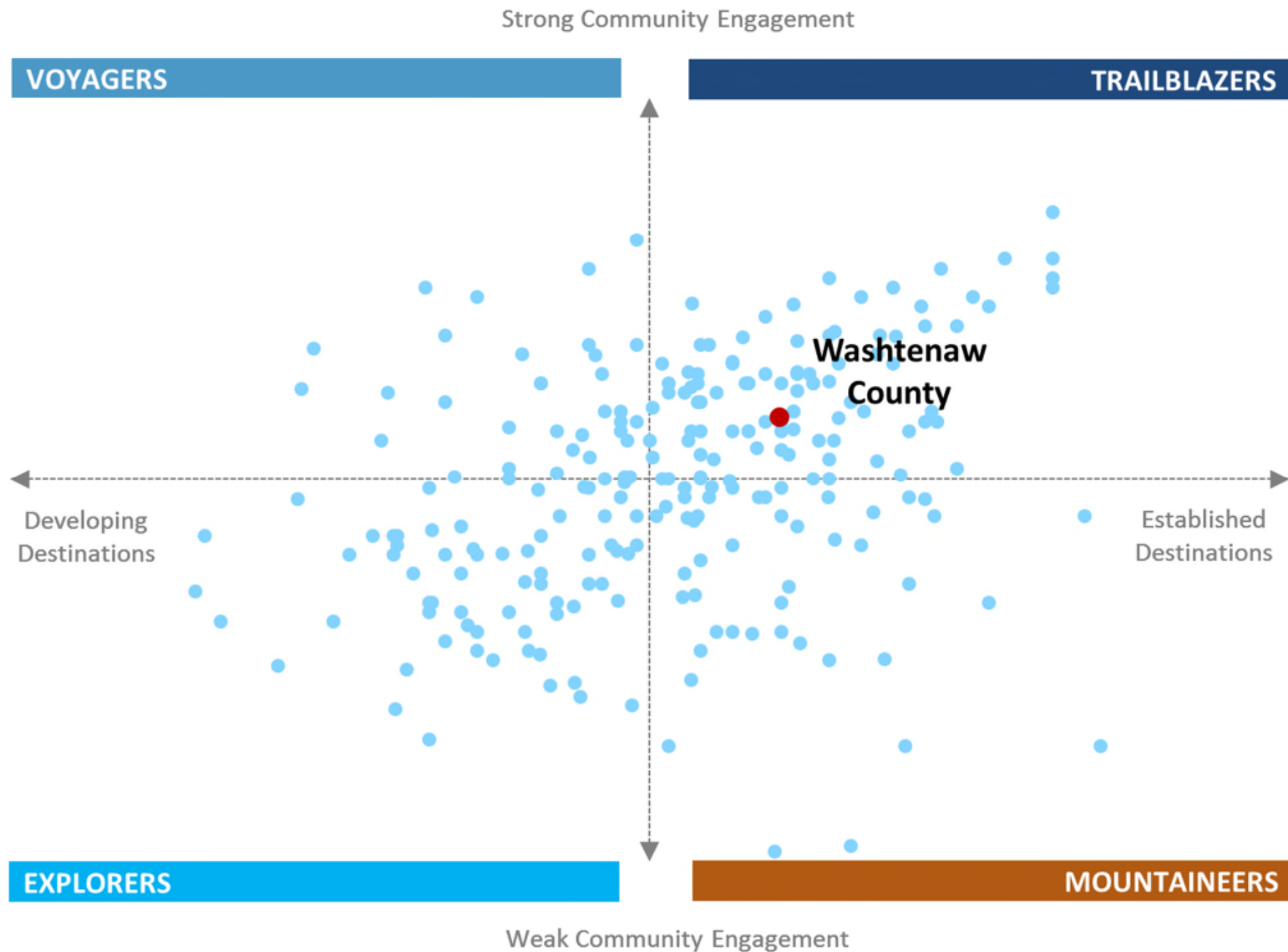
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Mary Kerr
CVB President & CEO

Purpose of Diagnostic Tool

Objective self-assessment to help identify priorities and strategies for the future





Key Takeaways



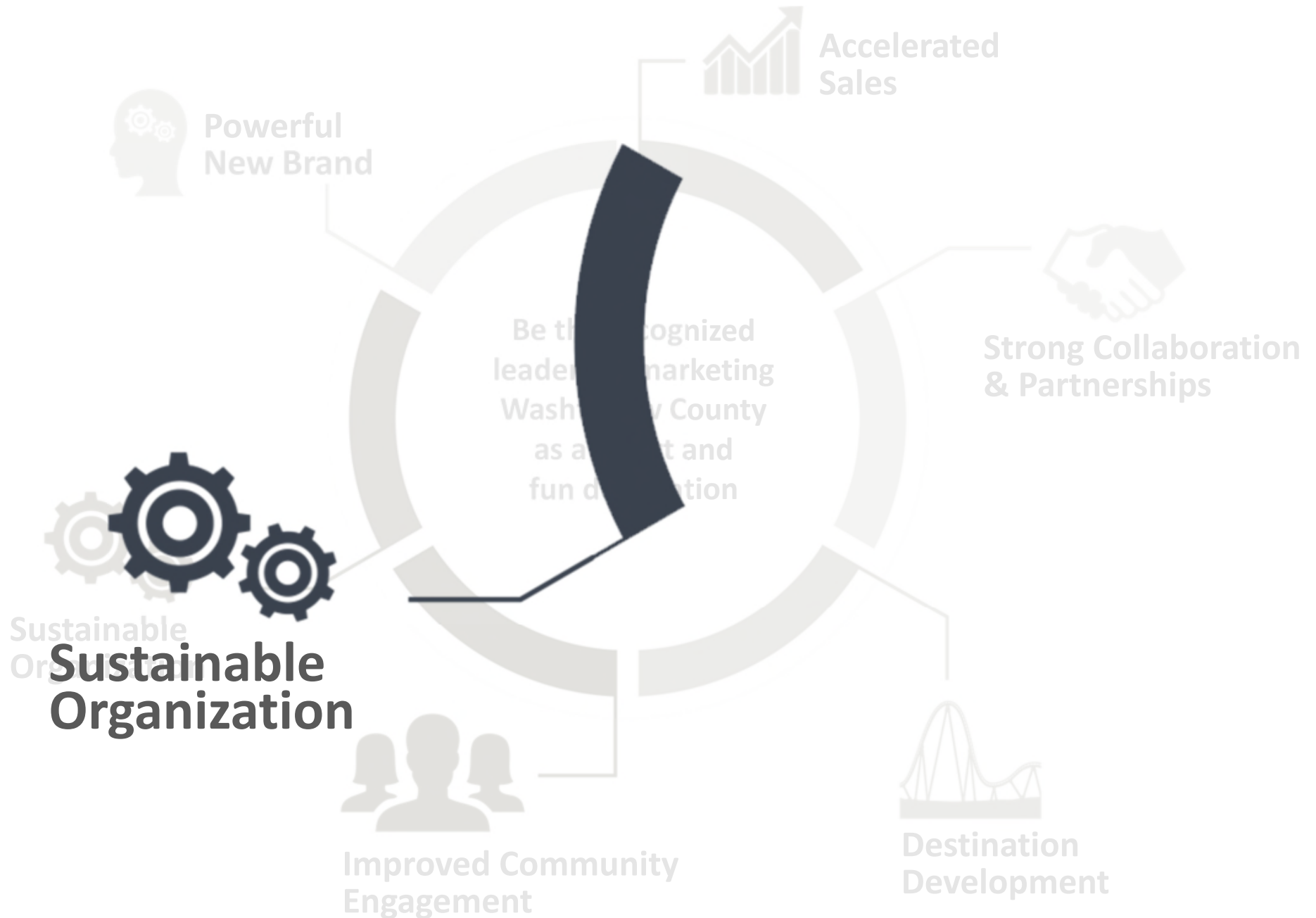


















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Tom Colis

CVB Board Member, Finance Committee
Audit Committee Chair



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Thank you