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CENTRAL WEST MICHIGAN TOURISM COLLABORATIVE

GOAL 2: To FORMALIZE AND STRENGTHEN THE CWM TOURISM PARTNERSHIP

CONVENER: DAVE YARNELL

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WORK GROUP MEMBERS:

NAME	AFFILIATED GROUP	PHONE/EMAIL
<u>JIM BREINLING</u>	<u>MASON COUNTY MSUE</u>	<u>231-757-4789/BREINLIN@MSU.EDU</u>
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First Meeting Date: _____ Time: _____ Location: _____

	INDICATORS OF SUCCESS
1) Convene regular meetings, define membership and organizational structure	<ul style="list-style-type: none"> • Who • When • How
2) Develop cost effective marketing and seek funding for same	<ul style="list-style-type: none"> • Who • When • How
3) Advocate for systems change to improve the tourism climate in CWM	<ul style="list-style-type: none"> • Who • When • How
4)	<ul style="list-style-type: none"> • Who • When • How