

Return form to: Kay Cummings

**Email:** [cummin13@msu.edu](mailto:cummin13@msu.edu)  
**Phone Numbers:** Work Phone: 231-924-0500  
Mobile Phone: 231-349-3188  
Fax: 231-924-6480

**Work Address:** 817 S. Stewart Ave.  
Fremont, Michigan  
49412-9201  
United States

# CENTRAL WEST MICHIGAN TOURISM COLLABORATIVE

**GOAL 4: Develop a regional listing of important events, tours, trails, scenic routes and natural features.**

**CONVENER: DAWN AMUNDSON**  
**PHONE/EMAIL: 231-652-3068/INFO@EXPLORENEWAYGO.COM**

**WORK GROUP MEMBERS:**

NAME	AFFILIATED GROUP	PHONE/EMAIL
DAVE MILLER	MASON COUNTY GROWTH ALLIANCE	231-845-6646/DMILLER@MASONCOUNTYGROWTH.COM
NORM MYERS	OCEANA MSU EXTENSION	231-873-2129/MYERSN@MSU.EDU
_____	_____	_____
_____	_____	_____
_____	_____	_____

First Meeting Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

	INDICATORS OF SUCCESS
1) Develop each counties inventory.	<ul style="list-style-type: none"> <li>• Who</li> <li>• When</li> <li>• How</li> </ul>
2) Create five-county maps of various tours/routes described in the goal	<ul style="list-style-type: none"> <li>• Who</li> <li>• When</li> <li>• How</li> </ul>
3) Make maps available through different communication media: web site/portal, podcast, brochures, etc.	<ul style="list-style-type: none"> <li>• Who</li> <li>• When</li> <li>• How</li> </ul>
4) Update the inventory/maps/brochures/websites on a regular (frequent) basis.	<ul style="list-style-type: none"> <li>• Who</li> <li>• When</li> <li>• How</li> </ul>