



Allegan County Parks, Recreation, & Tourism

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January 15, 2008
Spartan Conference Room
Human Services Building
10:00am

Minutes of a Scheduled Meeting of the Allegan County Tourist Council

A scheduled meeting of the Allegan County Tourist Council was called to order by Director Kevin Ricco on Tuesday, January 15, 2008 at 10:00am in the Spartan Conference Room on the lower level of the Human Services Building, 3255 122nd Ave, Suite 102, Allegan, Michigan

Roll Call showed the following members:

PRESENT: Jan Cushman Betsy Hill
 Dianna Stampfler Al Weener
 Stephanie Peterson Ann Kilmartin

ABSENT: John Shagonaby Larry Johnson
 Norm Smith

Also Present: Kevin Ricco, Director
 Angel Schneider, Parks and Tourism Clerk

ELECTION OF 2008 OFFICERS (Chair and Vice Chair)

Ann Kilmartin nominated Stephanie Peterson to be Chair for 2008. Stephanie Peterson nominated Dianna Stampfler to be Chair for 2008. There being no other nominations, motion by Ann Kilmartin, seconded by Betsy Hill, to close all nominations for Chair. Motion Carried by all present. The vote of the Council was as follows: (5) votes for Stephanie Peterson and (1) vote for Dianna Stampfler. Based on the vote, Stephanie Peterson will be Chair of the Tourist Council for 2008.

Betsy Hill nominated Ann Kilmartin to be Vice Chair for 2008. Stephanie Peterson nominated Dianna Stampfler to be Vice Chair for 2008. Al Weener nominated Norm Smith to be Vice Chair for 2008. There being no other nominations, motion by Al Weener, seconded by Ann Kilmartin, to close all nominations for Vice Chair. Motion carried by all present. The vote of the Council was as follows: (0) votes for Ann Kilmartin, (1) vote for Dianna Stampfler and (5) votes for Norm Smith. Based on the vote, Norm Smith will be the Vice Chair of the Tourist Council for 2008.

ADDITIONS/DELETIONS TO AGENDA

There were no additions or deletions at this time.

APPROVAL OF DECEMBER MEETING MINUTES

Motion by Dianna Stampfler, seconded by Ann Kilmartin, to approve the December 14, 2007 minutes as mailed. Motion carried by everyone present.

TOURISM CONTACTS REPORT

Angel handed out the December 2007 contact report sheet. There were 19 total inquiries from our last meeting December 14th to December 31st. Angel will now do our contact report for the calendar month instead of meeting to meeting. There were 8 heritage Trail booklets sold and 5 CD's.

FINANCIAL STATEMENTS

Angel distributed the financial statements for December 2007 and January 2008. Kevin stated that the tourist council budget for 2008 is exactly the same as 2007. The budget sheet is just for your information. Kevin wanted everyone to note the amount that is owed to TMS/Kalamazoo Gazette is \$3,174.00 for the printing of the visitor's guide.

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

VISITORS GUIDE UPDATE

Angel distributed a copy of the 2008 Allegan County Visitors Guide. Kevin shared that the 2008 Allegan County Visitors Guide was delivered last week. There were 50,000 printed and 250 come in a box. They have been shipped to all the Welcome Centers in the Lower Peninsula, WMTA for the 5 trade shows and the brochure distribution company and we will be distributing them in all of our tourist packets. There is a version of it on M-Live and all the ads are hot linked. Kevin went down the list of advertisers and the council determined who they would deliver to. Kevin took notes and will e-mail everyone a final copy of the advertisers and who will deliver. Angel will mail a box to the businesses that were unspoken for and to all the Allegan County Realtors. Kevin requested that the Council e-mail him any extra place that they deliver so he can add them to the list.

WEB SITE UPDATE

Kevin e-mailed everyone a link to the new website earlier this week, to check it out and people gave their suggestions and Kevin had the changes made. Ann Kilmartin would like to move the chambers link to a more visible location. Dianna said the visitors guide on our web site is 2007 still, and is linked to the M-Live 2007 version instead of 2008. Betsy wrote down some corrections for the site. Kevin will make sure these changes get made.

NEW BUSINESS

ADVERTISING STRATEGY DISCUSSION

Kevin had thought at the December meeting that we had paid for the printing of the brochure and we had not, so we cannot afford the billboard. After all the taxes and bills come out of the budget for 2007 Kevin said we have about \$2,000 left. Kevin said we can still do the billboard but, we would have to pay some out of the 2008 budget. Stephanie had another suggestion too. She said that the billboard would not be open again until at least September so she suggested another billboard they have. It is 6 feet tall by 15 feet long and is on their building. It would get advertising on 131 still. They sell these usually for \$5,000 a year with a 3 year obligation. She is willing to do it for us with an agreement for 2 years. Stephanie said that she could charge us \$4,000 for 2008 seeing how we are already into it and \$5,000 for advertisement for 2009. This sign would go up as soon as it is produced (usually within 2 weeks). The sign would be simple Kevin stated, so it could be large and easy to read for drivers. The air billboard was around \$2,000 a month. The traffic on this portion of 131 between Kalamazoo and Grand Rapids will be increasing within the next year Ann Kilmartin thought.

Motion by Ann Kilmartin seconded by Betsy Hill, to enter into agreement with Knoll Gas MotorSports Park to advertise on the billboard on the side of their building for the cost of \$4,000 in year 2008, and \$5,000 in the year 2009. Motion carried by everyone present.

STRATEGIC PLANNING DISCUSSION

Dianna Stampfler requested that we add this discussion item she then remembered that Larry was going to be gone for 2 months. Dianna would like to plan a longer meeting for March at the New Richmond House so we can update our Strategic Plan. Dianna would like us to be thinking and preparing for the next couple of years. Dianna would like this discussion to happen every March to talk about the previous years accomplishments. Kevin will add to the March Agenda.

NEXT MEETING

February 19, 2008 @ 10:00a.m. in the Spartan Conference Room

ROUND TABLE DISCUSSION

Kevin Ricco

We still have an opening on the Tourist Council. If someone is interested, the person needs to apply at the Human Recourse office not through Kevin. Jan is going to call Terry Bonnell about joining the Council.

Also, for the meetings that are off site and not here at the building, everyone needs to come with miles to and from that new location for the miles voucher.

Stephanie Peterson

They are adding new grand stands at Knoll Gas MotorSports Park, this will add about 1,000 seats.

Dianna Stampfler

The State Driving Tourism Conference is April 14th and 15th in Grand Rapids. She will get more information and keep everyone updated.

Betsy Hill

Betsy Hill found that the Kingsley House B&B had the "Best Overall Breakfast" worldwide on the bestofbedandbreakfast.com awards.

Ann Kilmartin

Ann goes to the Wayland City Council Meeting on Monday to see about getting the last Heritage Trail sign put in.

Ann thinks we should start right away on the 2009 visitors guide. Kevin will schedule it now.

Jan Cushman

They have a new coffee shop coming in Otsego soon.

ADJOURNMENT

There being no further business, meeting was adjourned.

By: _____
Angel Schneider, Clerk/ Typist