



Allegan County Parks, Recreation, & Tourism

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April 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 Chair Stephanie Peterson on Tuesday, April 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: Stephanie Peterson Norm Smith
 John Shagonaby Larry Johnson
 Ann Kilmartin Jan Cushman
 Al Weener

ABSENT: Dianna Stampfler Betsy Hill

Also Present: Kevin Ricco, Director
 Angel Schneider, Parks and Tourism Clerk
 Celeste Statler, Total Market Strategies

ADDITIONS/DELETIONS TO AGENDA

No additions or deletions to the agenda.

APPROVAL OF MARCH MEETING MINUTES

Motion by Ann Kilmartin, seconded by Jan Cushman, to approve the March 18, 2008 minutes as presented and mailed. Motion carried by everyone present.

TOURISM CONTACTS REPORT

Angel distributed the tourism contacts report for March 2008. There were 159 contacts total for the month of March. No Heritage Trail booklets or CD's were sold in March.

FINANCIAL STATEMENTS

Angel distributed the financial statements for up to the current date. Kevin shared that not much has changed because we have not done much.

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

STRATEGIC PLANNING- SET 2009 GOALS

Kevin informed the Council that the County Administration would like the Tourist Council to establish goals based on their top 3 issues generated from the strategic planning meeting. The Tourist Council asked Kevin to write the goals based on the top 3 issues generated from the Strategic planning. The top issues were 1) Lack of marketing plan and promotional tools, 2) External negative county image and 3) More advertising in visitors guide.

ADVERTISING OPPURTUNITY RE- VISITED

Kevin passed out copies of The Journal and Topics Newspaper from Chicago that the Council asked him to get an example to look at. This publication is an insert in 16 Chicago newspapers. Kevin read out the prices and sizes of the advertisement options. Distribution is 85,000 copies in Michigan and the north and northwest area of Chicago. Deadline for the summer guide is April 18th. Size 4 ¾ X 4 ½ with free spot color, Ann and John will work on the ad tonight and e-mail everyone a copy.

Motion by Ann Kilmartin, seconded by John Shagonaby, to advertise in The Journal and Topics Newspaper for the summer edition at a cost of \$470 for WMTA members. Motion carried by everyone present.

NEW BUSINESS

PROPOSAL FROM TMS RE. '09 VISITORS GUIDE

Celeste Statler from TMS (Total Market Strategies) came in with suggestions for the 2009 visitors guide. Celeste did not put a proposal together because she wanted to talk to the council, then take that to her boss and make sure he is completely on board with this project. Celeste voiced a few suggestions for the council to discuss. Some of the topics she suggested were making the brochure visitors' guide/ directory, changing the size of the brochure to a cheaper size, maybe changing the paper pound and not offering so many ad size choices. Celeste also stated that 27 of the advertisers from the 2007 visitors guide did not advertise in 2008 but there were 13 new advertisers in 2008. She said they lacked advertisers in South Haven, Saugatuck and Douglas. She said that price of paper has increased 6 % already and is supposed to go up more so she wanted to go to her printer and lock in the agreement so the paper price would not increase. Stephanie Peterson suggested getting more printers bids and she had someone she would like to give a chance to bid the publication. Norm Smith expressed to Celeste that the Tourist Council wanted to see many more sales people on the street this year. That they feel that is part of the reason the guide was not as successful as it could have been. The council also discussed the pros and cons of the MLIVE portion and felt it was too hard to find the guide and was too expensive. Celeste will have a proposal to the Tourist Council by the end of the month and she will do one with MLIVE and without.

PHOTO CONTEST JUDGING

There were 3 photos submitted to the web site and one mailed in. The council voted on the best overall winter photo and Rita Savage of Allegan was the winner.

Motion by John Shagonaby, seconded by Norm Smith, to purchase a gift certificate for the Grill House for \$25.00 and see if they will match it. Motion carried by everyone present.

NEXT MEETING

May 20, 2008 @ 10:00a.m. in the Spartan Conference Room

ROUND TABLE DISCUSSION

Ann Kilmartin

Ann is attending a meeting with the task force about the Heritage Trail interpretive sign tomorrow. The Wayland garage sale days are the 1st weekend in May.

Larry Johnson

There is an event for AAESA (United Way) at the Fenn Valley Winery to benefit the Imagination Library. Call United Way for more information.

Larry handed out brochures for Camp Kidwell.

Al Weener

New Richmond is trying to put a 501c3 together for the Sturgeon Rearing Facility.

Jan Cushman

Christian Neighbors is building a new building in Otsego. Dinner auction tickets for \$20.00 each. Friday, May 2nd at 5:30 p.m. They are auctioning off things like drag race tickets, speedway tickets and Betsy donated all her things left over from her store.

Stephanie Peterson

New grandstands at Knoll Gas Motorsports Park at US-131 are being built at this time.

ADJOURNMENT

There being no further business, meeting was adjourned.

By: _____
Angel Schneider