



Allegan County Parks, Recreation, & Tourism

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May 20, 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, May 20, 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
	Dianna Stampfler	Larry Johnson
	Ann Kilmartin	Jan Cushman
	Al Weener	Betsy Hill

ABSENT: John Shagonaby

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

ADDITIONS/DELETIONS TO AGENDA

No additions or deletions to the agenda.

APPROVAL OF APRIL MEETING MINUTES

Motion by Ann Kilmartin, seconded by Jan Cushman, to approve the April 15, 2008 minutes as presented and mailed. Motion carried by everyone present.

TOURISM CONTACTS REPORT

Angel distributed the tourism contacts report for April 2008. There were 167 contacts total for the month of April. There were 2 Heritage Trail booklets and 1 CD sold in April.

FINANCIAL STATEMENTS

Angel distributed the financial statements up to date. Kevin shared that there was no change from the following month.

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

HERITAGE TRAIL UPDATE-WAYLAND SIGN

Jan Cushman reported that with Ann Kilmartin's efforts Wayland has agreed to pay up to \$1,000 for a Heritage Trail Interpretive Sign in Wayland. Christie Fontaine from the Shoppers Guide has agreed to design the sign. Christie has not stated how much she will charge for designing the sign. Jan would like to know if the Tourist Council is willing to pick up the extra cost if it exceeds \$1,000. The Wayland DPW is going to install the Interpretive Sign. The City of Allegan has voiced interest in more Heritage Trail signs- Jan was going to contact them.

Motion by Dianna Stampfler, seconded by Ann Kilmartin, to agree to have the Tourist Council cover the cost above and beyond \$1,000 for the Wayland Heritage Trail Interpretive Sign if needed. Motion carried by everyone present.

NEW BUSINESS

'09 VISITORS GUIDE CONTENT

There was a lengthy discussion about the content for the 2009 Visitors Guide and Community Directory. The council would like to know how much it would cost to have a map that folds out on both sides. Kevin is going to contact Celeste Statler at TMS about the cost difference to have a map like this. Kevin wants everyone to keep in mind that this is an annual publication so the editorial will change each year.

Some of the topics that were discussed are:

- adding the mileage chart in the guide
- selecting one area from each quadrant and writing on that area
- writing on the natural resources
- writing on outdoor recreation in Allegan County
- major events in Allegan County.

Kevin will add this topic to the June meeting to discuss in more detail and decide exactly what we would like to see.

NEXT MEETING

June 17, 2008 @ 10:00a.m. @ the Luella Collins Center located at 419 126th Ave, Shelbyville, MI 49344. Remember your dish to pass and to clock your miles traveled to and from and give to Angel.

ROUND TABLE DISCUSSION

Ann Kilmartin

The Gun Lake Tribal Casino contacted organizations in the area for letters of support. The Tourist Council can not write a letter of support according to the Board of Commissioners. The Tourist Council members can each write their own support letters.

Ann met with the new Allegan Chamber of Commerce Director and they discussed events for 2008 that they will need volunteer help with.

Dianna Stampfler

James Nye would like to give the Tourist Council a presentation on the Gun Lake Casino. The Driving Tourism Conference for next year is March 23rd and 24th in Detroit.

Larry Johnson

Camp Kidwell is having a breakfast/open house for the camp on Saturday and Sunday this weekend.

United Way is having their best year, so far have raised \$680,000; their goal is \$725,000 so it is very close.

Kevin Ricco

This year's Kanoë the Kazoo event sponsored by Allegan County Parks and the Allegan Conservation District is scheduled for May 31st. The trip will start at the public access point near the intersection of 126th Avenue and 46th Street and will end at New Richmond. The trip will take approximately three hours. If you are interested in participating you will need to meet at the put in location by 8am.

West MI Cultural Trails Group is still meeting and will have a meeting each month for the next 4 months and they are inviting businesses to get onboard with them. Kevin handed out a list of meetings and places. They are looking for new board members to add to the Cultural Trails Board of Directors, so if you know anyone who is interested let Kevin know.

Stephanie Peterson

Passed around free tickets for the Summer Drags on June 6th & 7th. Each ticket is a \$30.00 value and good for both the Friday and Saturday event.

Betsy Hill

The Plainwell summer concerts at the band shell will start next week on Wednesday.

ADJOURNMENT

There being no further business, meeting was adjourned.

By: _____
Angel Schneider