



Allegan County Parks, Recreation, & Tourism

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June 17, 2008

Luella Conference Center
Shelbyville, Michigan

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, June 17, 2008 at 10:00am at the Luella Collins Center 419 136th Ave, Shelbyville, Michigan.

Roll Call showed the following members:

PRESENT: Stephanie Peterson Norm Smith
 Dianna Stampfler Larry Johnson
 John Shagonaby Jan Cushman
 Al Weener Betsy Hill

ABSENT: Ann Kilmartin

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

ADDITIONS/DELETIONS TO AGENDA

No additions or deletions to the agenda.

APPROVAL OF MAY MEETING MINUTES

Motion by Norm Smith, seconded by Betsy Hill, to approve the May 20, 2008 minutes as presented and mailed.
Motion carried by everyone present.

TOURISM CONTACTS REPORT

Angel distributed the tourism contacts report for May 2008. There were 153 contacts total for the month of May. There were no Heritage Trail booklets or CD's sold in May.

FINANCIAL STATEMENTS

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

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

JOURNAL & TOPICS AD

Kevin showed everyone the Tourist Councils ad in the Journal & Topics publication.

'09 VISITORS GUIDE CONTENT- CONTINUATION OF DISCUSSION

Kevin stated that he wanted to come out of today's meeting with a clear picture of what the 2009 edition of the guide would include so that there would be more time for preparation and editing. The lengthy discussion included:

- More pictures and less editorial with each picture having a caption
- Adding the word FREE or Compliments of Allegan County Tourist Council on the front so people know it is free.
- Having each advertisement numbered and then a map with the number on it so you can find their location
- Include the recreation map in the middle so it could be pulled out with the advertiser map on the back side of pull out.
- Keeping the photo contest page and Visitors information page
- Decreasing the font on the events page and making it three columns to make more pages available
- Not including a description for events just the contact information
- Spicing up the welcome page
- 2010 Visitors guide done in seasons

Topics discussed for 2009 edition included: Bridges, waters/boats, beaches, parks, history/culture, wildlife, lodging, golfing, trails, attractions, restaurants and shopping. After the council voted the final topic rankings were as follows: 1) Bridges, 2) Waterways, 3) Beaches, 4) Parks, 5) History and Culture, 6) Wildlife

NEW BUSINESS

SPRING PHOTO CONTEST JUDGING

This is the largest amount of photos submitted so far. There were twelve adult photos and 3 youth photos. After voting a picture of the Trestle Bridge in Hamilton by Trista Halstead of Holland was chosen for the adult division and a photo of an apple blossom by Alex Walker of Allegan for the youth division. The council decided the adult would receive a basket and bracelet donated by the Gun Lake Tribe, Heritage Trail CD and guidebook donated by the Tourist Council, parks season pass donated by the Allegan County Parks and a \$50 gift certificate for the Mermaid in Saugatuck with \$25.00 paid for by the Tourist Council and \$25.00 donated by the Mermaid. The youth prize will include a basket donated by the Gun Lake Tribe, 4 passes to the Knoll Gas Motorsports Park for August donated by Knoll Gas Motorsports Park, a season pass for the Allegan County Parks donated by the Allegan County Parks Commission, a Heritage Trail guidebook and CD donated by the Tourist Council, and a \$10 gift certificate for Plainwell Ice Cream donated by Plainwell Ice Cream.

NEXT MEETING

July 15, 2008 @ 10:00a.m. in the Spartan Conference Room on the lower level of the Human Services Building, 3255 122nd Ave, Suite 102, Allegan, Michigan.

ROUND TABLE DISCUSSION

John Shagonaby

John informed everyone that the Gun Lake Tribe won in the U.S Court of Appeals. There is one motion to defeat for repeat and if that is denied the Gun Lake Tribe will take the land into trust. John said economy wise this is going to cost the tribe a lot more money than originally estimated because of increase in cost of supplies/gas.

Jan Cushman

Jan informed the Council about the Outdoor Theatre in Otsego by the museum that will be showing a movie this Friday and it is free.

Betsy Hill

Betsy passed out a schedule of concerts that are offered on Wednesdays in the Plainwell Park at 7:30 p.m. Also there will be a Faith Chapel's Bluegrass Gospel Festival on June 21st at 3:30 p.m. Angel will make sure those concerts are posted on the web site.

Larry Johnson

Imagination Library golf outing is July 11th at the Prairiewood Golf Course in Otsego. A four-person scramble with an entry fee of \$60.00 per person and all the proceeds go to books for children.

Kevin Ricco

The LIS Director Valdis Kalnis is part of the Pure Michigan and GIS Professionals group that is trying to improve the Travel Michigan Web site, including facilities listings, top attractions, and mapping. The problem they are running into is who is going to update the information and who will gather it. Kevin had offered the Tourist Council to help with the Allegan County area and would like this to take place at the July meeting. The Council will just have to decide what is missing and what should no longer be included on the web site.

Stephanie Peterson

There were storms with lots of lightening for the big free event in June. On Friday the scoreboard was struck by lightning and on Friday and Saturday the Christmas tree was struck both days so Sunday the races finished with arm flags which turned out to be a fun thing. Last weekend was the JET Wars at the Knoll Gas US 131 Motorsports Park and after talking with quite a few people, found out there were a lot of returns from the previous bad weather weekend.

Al Weener

Al reported that the New Richmond chapter of the Sturgeon for Tomorrow has completed sampling in the Kalamazoo River and no sturgeon eggs were caught. The New Richmond House has a new coat of paint on it.

Dianna Stampfler

Dianna is jumping out of a plane on July 12th for Breast Cancer Research and is taking pledges for anyone who would like to donate. This will take place at the Fremont Airport.

The Council wanted to give a special Thanks to the Gun Lake Tribe for the wonderful lunch they provided for this meeting. John Shagonably introduced D.K Sprague and numerous other tribe members while at the meeting.

ADJOURNMENT

There being no further business, meeting adjourned.

By: _____
Angel Schneider